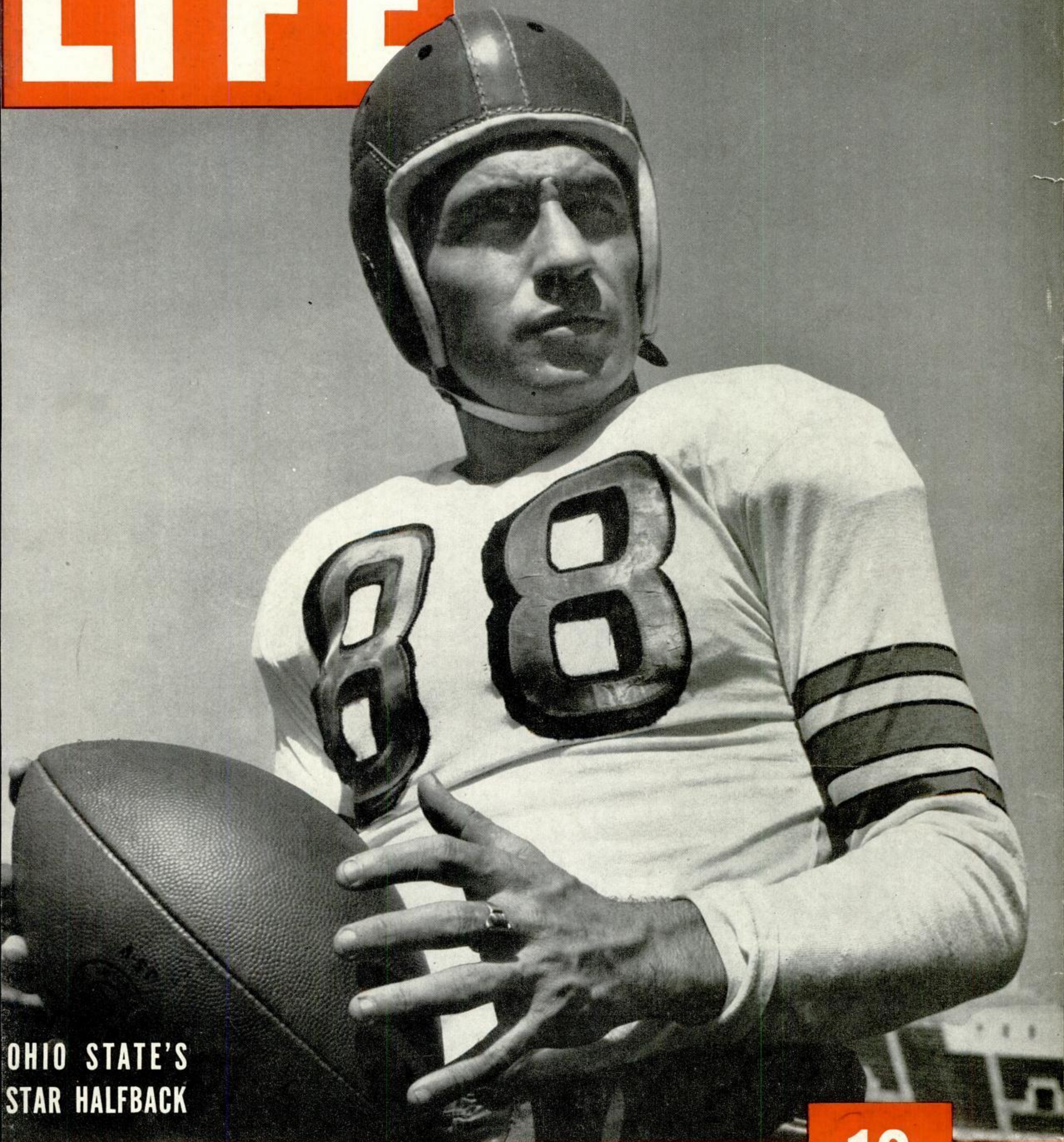


LIFE



OHIO STATE'S
STAR HALFBACK

OCTOBER 22, 1945 **10** CENTS
BY SUBSCRIPTION: TWO YEARS \$8.50



QUALITY CRAFTSMANSHIP STYLE

Forstmann
100% VIRGIN WOOL
CORP. F. W. CO.

FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



Marriage by Electronics

A typical example of B. F. Goodrich development in rubber

THE electric current used to light your home alternates back and forth in the wires 60 times a second. In radio waves the electricity used changes its direction *millions* of times a second. Using these radio waves (electronics), scientists found they could produce *heat*, right down at the center of an object in a matter of seconds. With electronic cooking, bread might be baked without crust, in a cool oven.

Then scientists discovered that electronics could be used to cause *chemical* changes such as vulcanization of rubber. In vulcanizing, what happens is that molecules of *raw rubber* and *sulphur* are "married"—joined together to form a tougher, more elastic substance. Heat is usually used and the process has always been rather slow.

Now a new high-speed electronic method of vulcanization is beginning

to be used. B. F. Goodrich is perfecting the process. This process makes the molecules join together in minutes instead of hours. Products are more uniform. Costs are reduced.

The new process has already been tried on a variety of products. Some of them may be cured in $\frac{1}{8}$ the time taken by the old method. (In the picture a small rubber part is being vulcanized in electronic waves that change direction 40 million times a second.) Many future products made by B. F.

Goodrich, probably including tires, will be vulcanized by this method.

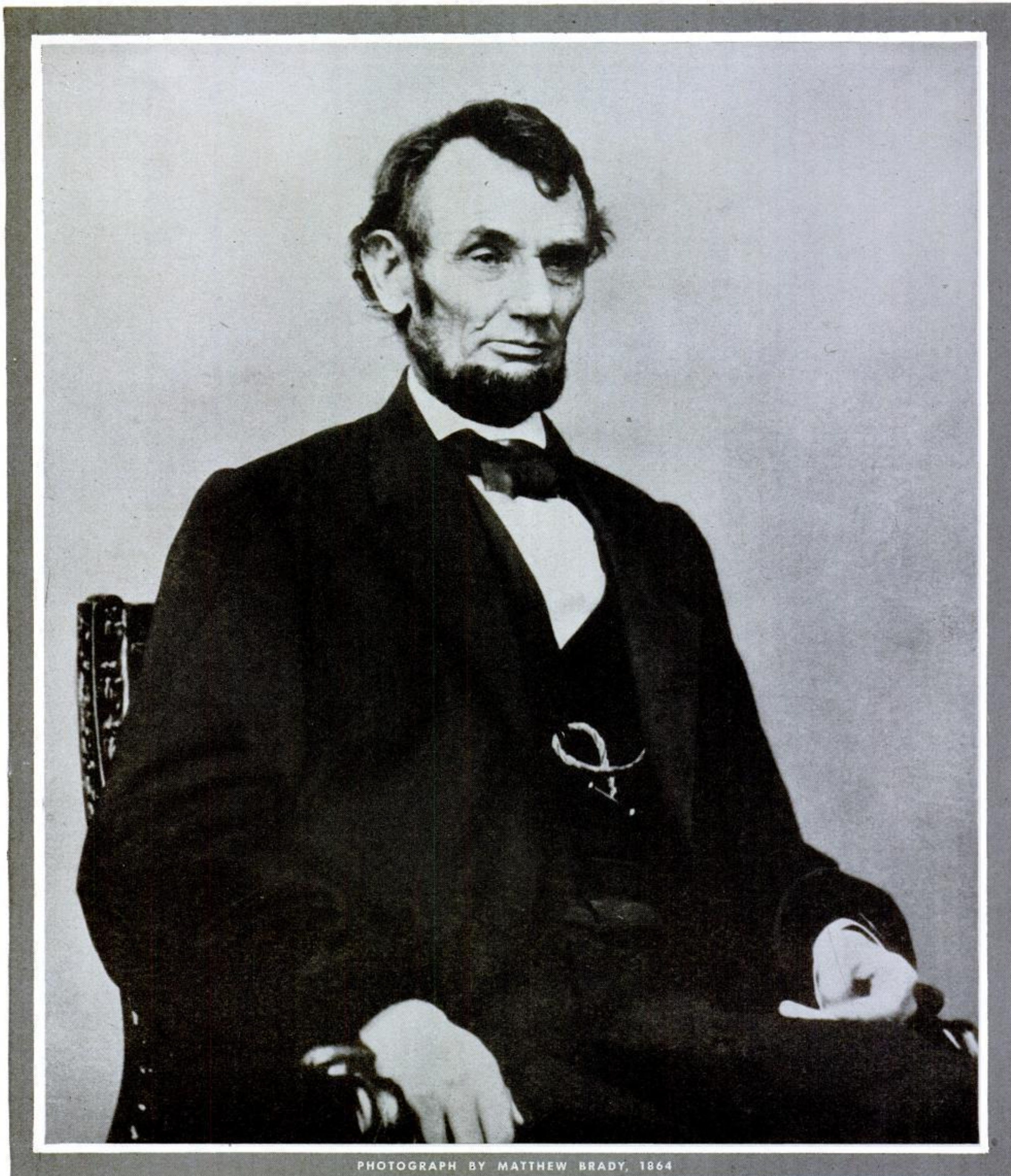
The research on this discovery being carried on at B. F. Goodrich is typical of the constant search for new ways to make tires better and at lower cost. *The B. F. Goodrich Co., Akron, O.*

Truck Tires BY
B. F. Goodrich

This One



841Y-XDZ-ZS4B copyrighted material



PHOTOGRAPH BY MATTHEW BRADY, 1864

Original in the Collection of Oliver R. Barrett

"Hold still, Mr. President!"

The camera of Matthew Brady is set up in the White House.

"Hold still, if you please, Mr. President!"

The President holds still. But his thoughts are far away, this summer of 1864: thoughts darkened by tragedy yet lightened by a great faith. Thoughts that perhaps are already shaping the words that 81 years later will still be the finest expression of your duty and ours:

"Let us strive on to finish the work we are in . . . to do all which may achieve and cherish a just and lasting peace among ourselves, and with all nations."

Mr. Brady recaps his lens. The image he has caught will remain cherished and unchanging through the ages . . .

. . .

Photography has greatly changed since Edward Anthony—founder of the firm you now know as Ansco—furnished Mr. Brady the materials for this picture.

But our principal reason for reproducing this photograph is to remind you of something that has *not* changed, nor ever will change, so long as men remain on this earth . . .

The nature of man's eternal striving for a free

and peaceful world has not changed. The war has made that kind of world possible—but it is up to you to make it *certain*.

For *you* are America—and if America fails there is no hope for the world. Resolve now to rededicate yourself to the great principles for which this country stands. Believe in them! Work for them! *Ansco, Binghamton, New York. A Division of General Aniline & Film Corporation.*

Ansco
Films & Cameras

"Hello Mom, It's Me!"

Of all the Long Distance calls these days, there is none that brings more joy than — "Hello Mom, it's me!"

We think those who stand aside in the evening so that service men can get their calls through faster have a very real share in the happiness that is going over the wires.

That goes, too, for those who limit their calls to five minutes when the operator requests it.



BELL TELEPHONE SYSTEM

Listen to "THE TELEPHONE HOUR" every Monday evening over NBC



RICH CHOCOLATE PUDDING

uses none of your sugar!



**COOKS IN JUST
5 MINUTES!**

Magic Recipe for Rich Chocolate Pudding

2 squares (2 oz.)
unsweetened chocolate
1½ cups (15-oz. can) Eagle
Brand Sweetened
Condensed Milk
¼ cup water
½ teaspoon salt
2 egg whites

Melt chocolate in top of double
boiler. Add Eagle Brand
Sweetened Condensed Milk
and stir over rapidly boiling
water 5 minutes until thick.
Remove from heat. Add water
and salt. Cool 5 minutes.
Beat egg whites until in
soft peaks but not dry.
Fold in chocolate mix-
ture. Place in sherbet
glasses. Chill. Garnish
with salted almonds.
Serves 6.

EASY!

**EAGLE BRAND IS
THE REAL MAGIC OF
THIS MARVELOUS DESSERT!**



FOOLPROOF!



Yes, Borden's Eagle Brand . . . the original
Sweetened Condensed Milk . . . is what gives
this luscious chocolate pudding its satin-
smoothness. It's a big timesaver, too, be-
cause Eagle Brand is a ready-to-use blend
of rich whole milk and sugar! For foolproof
recipes of marvelous candies, ice creams,
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FREE! Send post card to Borden's, 350
Madison Ave., Dept. L-105, N. Y. 17, N. Y.

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LETTERS TO THE EDITORS

STIMSON

Sirs:

Congratulations on LIFE's editorial
in the Oct. 1 issue on that great man,
Henry L. Stimson. Are we going to do
something to demonstrate our real
gratitude to this outstanding citizen or
are we going to forget him?

WALTER WANGER

Universal City, Calif.

NAVAL CUSTOMS & TRADITIONS

Sirs:

In regard to your article concerning
modernizing the Navy uniform (LIFE,
June 4), I think some of the actions of
naval personnel lately should be more
than enough proof to the general pub-
lic, as well as to those diehard tradition-
alists, that you were right. In a recent
order released by the Navy, naval per-
sonnel was given permission to wear
civilian clothing while off duty. Can-
cellation of this order followed imme-
diately because Navy men bought up
all available civilian clothing on the
market.

On behalf of all naval personnel with
the same opinion I thank you again for
the publicity given the matter. Keep up
the good work, look around some more
and I am sure you can find plenty more
things just as drastically wrong with
naval tradition. . . . Although we
haven't been able to do very much
about things like this for the past few
years, we won't forget easily. And we
will always remember those who spoke
for us when we couldn't.

MoMM 2/C PATRICK O. DALY,
USNR

Philippine Islands

● On Sept. 21, 1945 Representative
Carl Vinson, chairman of the House
Naval Affairs committee, announced
that a new, modernized version of the
naval uniform is being designed.—ED.

COVER GIRL

Sirs:

Congratulations on a really excellent
cover photograph of June Allyson

CONTINUED ON PAGE 6

LIFE is published weekly by TIME INC.
at 330 East 22nd Street, Chicago 16,
Illinois. Printed in U. S. A. Entered as
second-class matter November 16, 1936
at the Post Office at Chicago, Illinois,
under the act of March 3, 1879. Entered
as second-class matter at the Post Office
Department, Ottawa, Canada.

Subscription rates: U. S. and Possessions, 2
yrs., \$8.50; 3 yrs., \$12.50; Canada, 2
yrs., \$10.50; 3 yrs., \$15.50 (Canadian
dollars, including duty and exchange);
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Director, Radio Programs Department,
Frank Norris.

LIFE
October 22, 1945

Volume 19
Number 17



**JIMINY
CRICKET!**
SO MUCH
FUN—
you'll want
to see
it twice!

**What a Whale of a
Show is Pinocchio!**



You'll go for that
Hit Parade Song
"WHEN YOU WISH
UPON A STAR"

© W.D.P.

**Walt Disney's
WONDERFUL
ADVENTURES
OF**

Pinocchio

**FULL-LENGTH
FEATURE IN**

TECHNICOLOR

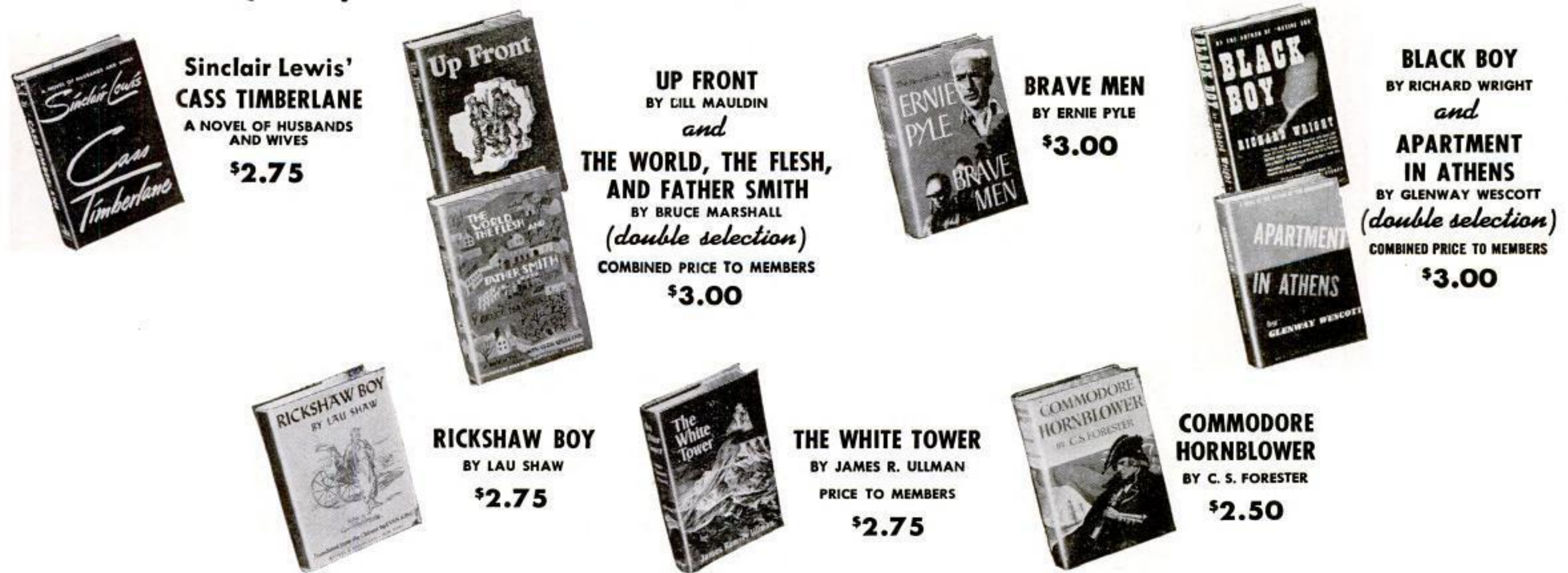
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ASK WHEN
YOU CAN
SEE IT AT
YOUR
FAVORITE
THEATRE!

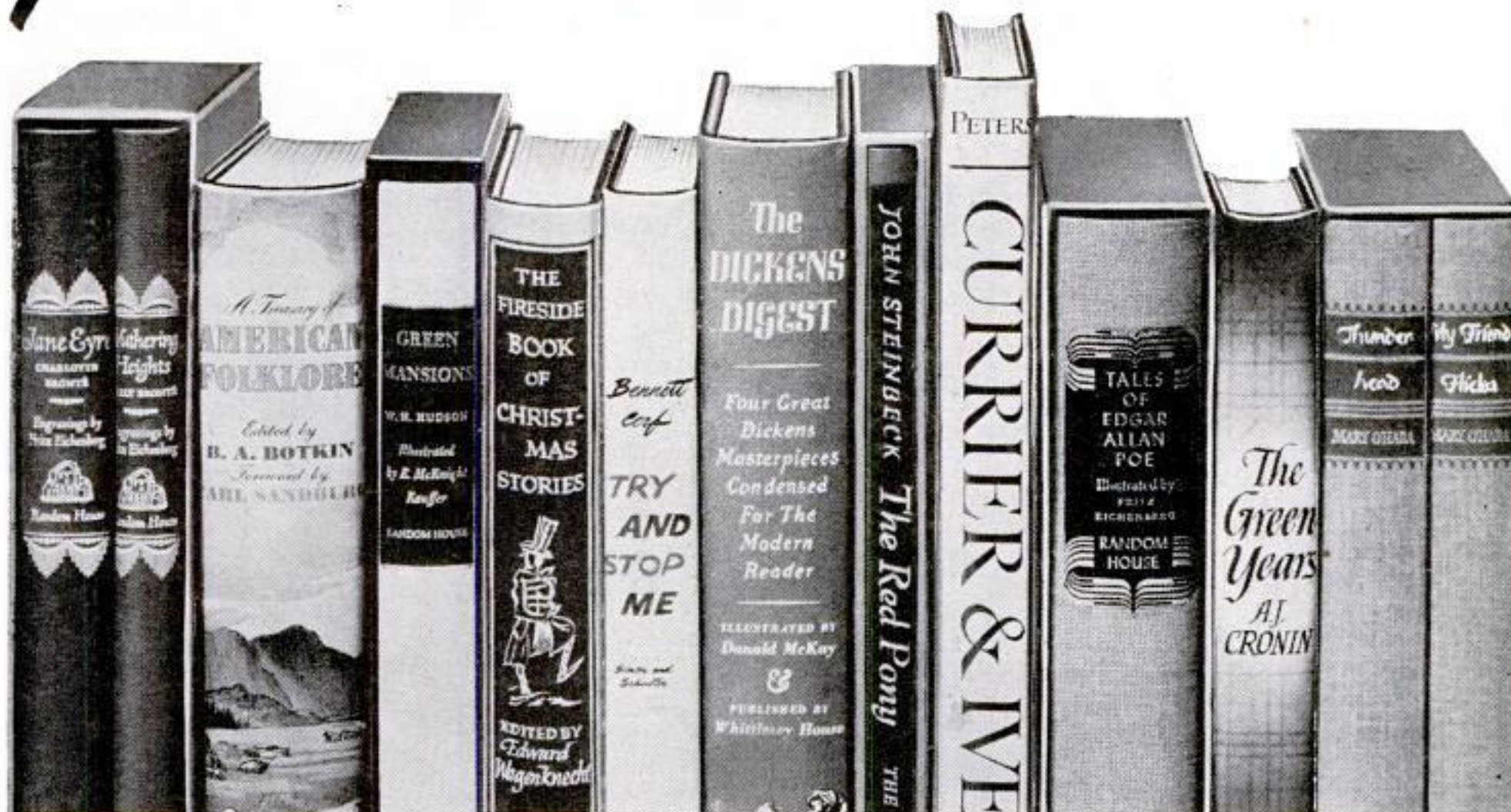
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As a member you receive a careful pre-publication report about each book-of-the-month (and at the same time reports about all other important new books). If you want the book-of-the-month,

you let it come. If not, you specify some other book you want, or simply write, "Send me nothing." With every two books-of-the-month you buy, you receive, free, a valuable book-dividend. The books shown directly above are examples. Last year the retail value of books given to Club members was over \$9,000,000. *Your only obligation as a member is to buy no fewer than four books-of-the-month in any twelve-month period, and you can cancel your subscription any time after doing so.*

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*hosiery worn by the best-dressed women
in the world*



LETTERS TO THE EDITORS CONTINUED

(LIFE, Oct. 1). I especially note your covers each week and this one's hard to beat.

WILLIAM R. KING, USNR
Monmouth, Ill.

Sirs:

For cripes' sake, I am getting tired of pictures of girls decorating the front cover of LIFE. . . .

MABEL S. FORD
Indianola, Iowa

FASHION

Sirs:

You don't actually mean to tell me that people wear some of those creations shown in your article "High Fashion" (LIFE, Oct. 1). . . .

JANET SHERWOOD
Yonkers, N. Y.

Sirs:

Your fashion story had no models from California so I hereby present a design by Eleanor Green. . . . After see-



CALIFORNIA DESIGN

ing many pictures of our best women designers, I nominate Eleanor as queen of American designers. She is my wife.

CAPTAIN BEN DEUTCH
Fort Bliss, Texas

FIRST MURDER

Sirs:

T. S. Eliot's play, *Murder in the Cathedral*, was first produced not in Hobart College's chapel (LIFE, Oct. 1) but by the Protestant Episcopal Church of the Holy Communion on March 1, 1938, in Charleston, S. C. . . .

MARY A. SPARKMAN
Charleston, S. C.

Sirs:

. . . During the winter of 1935 undergraduates and young English instructors at Madison, Wis. gave three performances of this verse-play in an Episcopal Church in Madison. . . . I, then an undergraduate, played the second tempter. . . . A fervent admirer of Eliot's *Wasteland* (we were called Eliot-ites then) I got a fresh understanding of Eliot as a result of these rehearsals, wrote a lengthy paper on "T. S. Eliot's Poetry and the Anglo-Catholic Church," which won the school essay prize. It's rather vivid in my memory as it was to be a great many years till anything I wrote earned as much money as that essay.

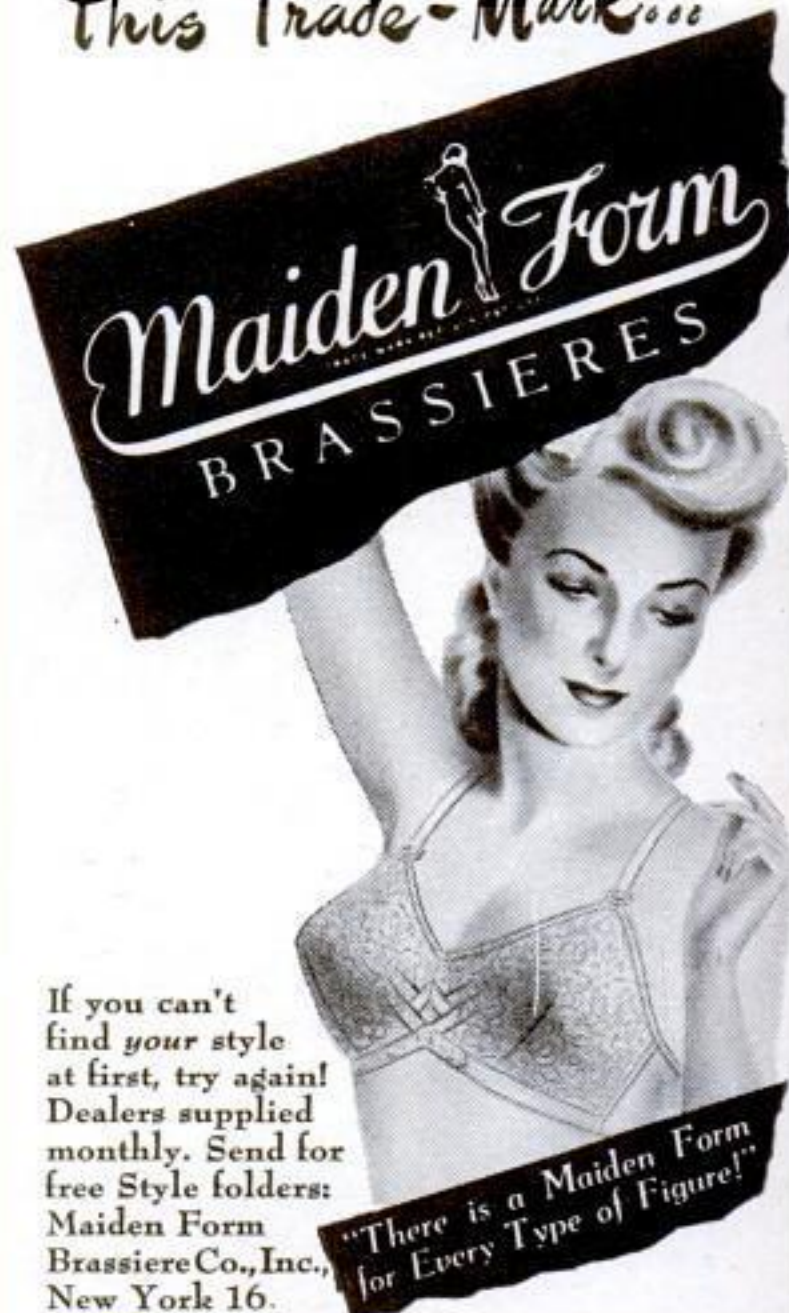
MAURICE ZOLOTOW
New York, N. Y.

Sirs:

. . . It might be noted that the drama was first produced in the Chapter

CONTINUED ON PAGE 8

*It's the
Real Thing
only when
you see
this Trade-Mark...*



No one's home-made kind
tastes as good as
EVERBEST
Preserves

Serve piping-hot biscuits
WITH

**OLD FASHIONED
SPICED PEACH**
WITH CHERRY

We slice plump peaches that are bursting with flavor, spice them, add luscious red cherries, and make a spread that sings to your appetite. It's a delicious taste-treat that brightens every meal!



Soon Plymouths

*Since '42, tanks, guns,
and planes*

**PLYMOUTH BUILDS
GREAT CARS**

*But the greatest will be
the new Plymouth*

*Won't be enough to go
around—at first. But
if you have to wait,
it's worth waiting for!*

PLYMOUTH Division of CHRYSLER CORPORATION
BUY VICTORY BONDS . . . TO HAVE AND TO HOLD!

New Thursday Night Program! The Music of Andre Kostelanetz with the
most popular stars of the musical world, Thursdays, CBS, 9 P.M., EWT.

Shurset Glasses by Shuron Distinctive Eyewear



HAVE YOUR EYES
EXAMINED
ONCE A YEAR

Distinctive

Fashioned by Shuron, the nation's style leaders in eyewear. Three bridge designs to choose from — high bar, close fitting, and medium engraved.

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Designed for wearing comfort and mental comfort. You know you look and feel your best in Shurset glasses by Shuron, the most distinctive thing in eyewear.

Strong

They look like frameless glasses. Yet they have frame strength. The lenses are suspended without strain and therefore seldom break.



Ask the professional man who fits you with glasses about the patented Shurset Ful-Vue mountings.

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LETTERS TO THE EDITORS CONTINUED

House, Canterbury Cathedral, England in June 1935.

N. S. OATES

Wayne University
Detroit, Mich.

V-J RUG

Sirs:

I happened to be in New York City on V-J Day and was in the garment district while the celebration was at its height. I saw the scraps of goods, tossed like confetti from the windows by the garment workers, in drifts of shredded rainbow on the street. I thought of my mother, who loves pretty scraps and makes crocheted rugs out of them. I picked up one piece, then another and another. Others were out picking, too, and a woman gave me a big paper bag. I soon had it full.

I left by bus that afternoon and wrestled that bundle all the way home.



A friend in Raleigh gave me a new paper bag, as by then the rags were leaking out of the bottom of the old one. Here is a picture of my mother, Mrs. R. L. de Millhau, with the rug she has since completed, made entirely of "victory scraps."

With her needs in mind I gathered only the pieces of bright cotton and long, colored ribbons. Left behind with reluctance were the delicate sheers, the brilliant satins and corduroys and scraps of necktie and suiting materials.

VALERIE NICHOLSON

Salisbury, N. C.

"PAPPY"

Sirs:

What's the big idea, saying that Lieut. Colonel Boyington is homely (LIFE, Oct. 1)? We teen-agers are said to have good taste and I think Colonel



HANDSOME "PAPPY"

Boyington is very nice-looking, as a matter of fact very handsome. Or did you mean that he is fond of home life?

BETTY ANDREE

St. Paul, Minn.

INTERNATIONAL CHESS

Sirs:

Last spring you published a photo of Emir Abdullah, ruler of Trans-Jordan,

GET IT NOW, MEN!

V-Seald

THE AMAZING
NEW POST-WAR RAINCOAT
LIGHT-WEIGHT
100% WATERPROOF



PRICE
\$6.50

Astounding developments during the war years in waterproof fabrics have led to a lightweight raincoat with qualities thousands have wanted. This coat is Rainfair's V-Seald.

- (1) 100% Waterproof.
- (2) It's actually guaranteed not to stick . . . stiffen . . . or crack.
- (3) Resists oils, greases, acids, stains.
- (4) Cleans with a damp cloth.
- (5) Contains no rubber or oil.

These are reasons why people exclaim over V-Seald, call it "the most useful garment in their wardrobe!"

V-Seald is available at better stores everywhere. It can be had in small, medium, large, and extra-large sizes, regulars and longs. Colors: Green and black. Select one at your favorite men's department now.

RAINFAIR V-Seald



An unexpected shower is no excuse for a bedraggled appearance.

TO AVOID DISAPPOINTMENT—

If your retailer doesn't have Rainfair's V-Seald, write for name of nearest store.

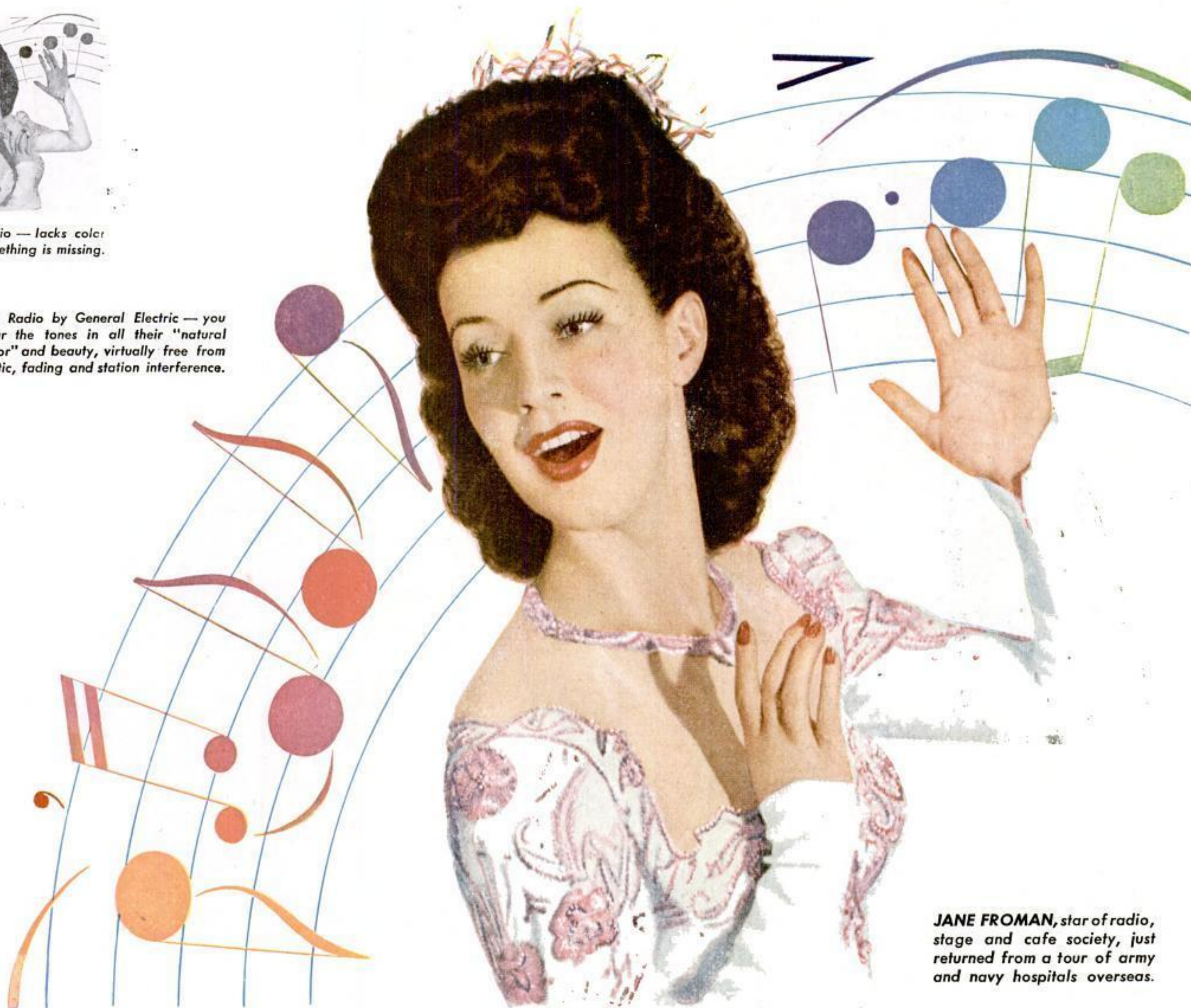
RAINFAIR, INC., Racine, Wisconsin

CONTINUED ON PAGE 11



Conventional Radio — lacks color and richness. Something is missing.

FM Radio by General Electric — you hear the tones in all their "natural color" and beauty, virtually free from static, fading and station interference.



JANE FROMAN, star of radio, stage and cafe society, just returned from a tour of army and navy hospitals overseas.

Lovelier than ever—Jane Froman in **natural color** tone on a great new radio

AT LAST, all the charm—all the irresistible appeal of Jane Froman's voice will be yours to enjoy. On the coming General Electric radio, you'll hear her as though she stood within the very room.

Revolutionary New Developments

In the revolutionary new General Electric, new electronic discoveries—new G-E developments fling wide the gates to a new world of enjoyment. Never before have there been such radios . . . responsive to every delicate shading of voice and instrument . . . recreating every note and syllable with a new vibrancy . . . a glorious new realism.

"Natural Color" Tone Gives New Realism

Now you will hear music in all its radiant beauty. You'll marvel at the miracle of General Electric "natural color" tone — bass deeper than conventional radios can reproduce—full rounded middle register—delicate shimmering overtones. All that the composer dreamed is yours through the magic of General Electric FM, just as the artists interpret it. And this glorious "natural color" tone comes to you unbelievably freed from the annoyance of static. Fading and station interference, too, now are reduced to the vanishing point.

Whether you want a radio or radio-phonograph—an attractive table model or a fine period console—you'll discover that the coming General Electric radios surpass your greatest expectations.

Everything in Radio and Television

Coming also are the revolutionary self-charging G-E portables, radio-phonographs with the amazing new G-E Electronic reproducer that reveals new beauty in recorded music, and television receivers by General Electric with pictures large enough for the most spacious living room. You'll want a General Electric because you want the finest.



GENERAL ELECTRIC
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LEADER IN RADIO, TELEVISION AND ELECTRONICS

RADIOS

On Every Count, Dr. West's Stands Out

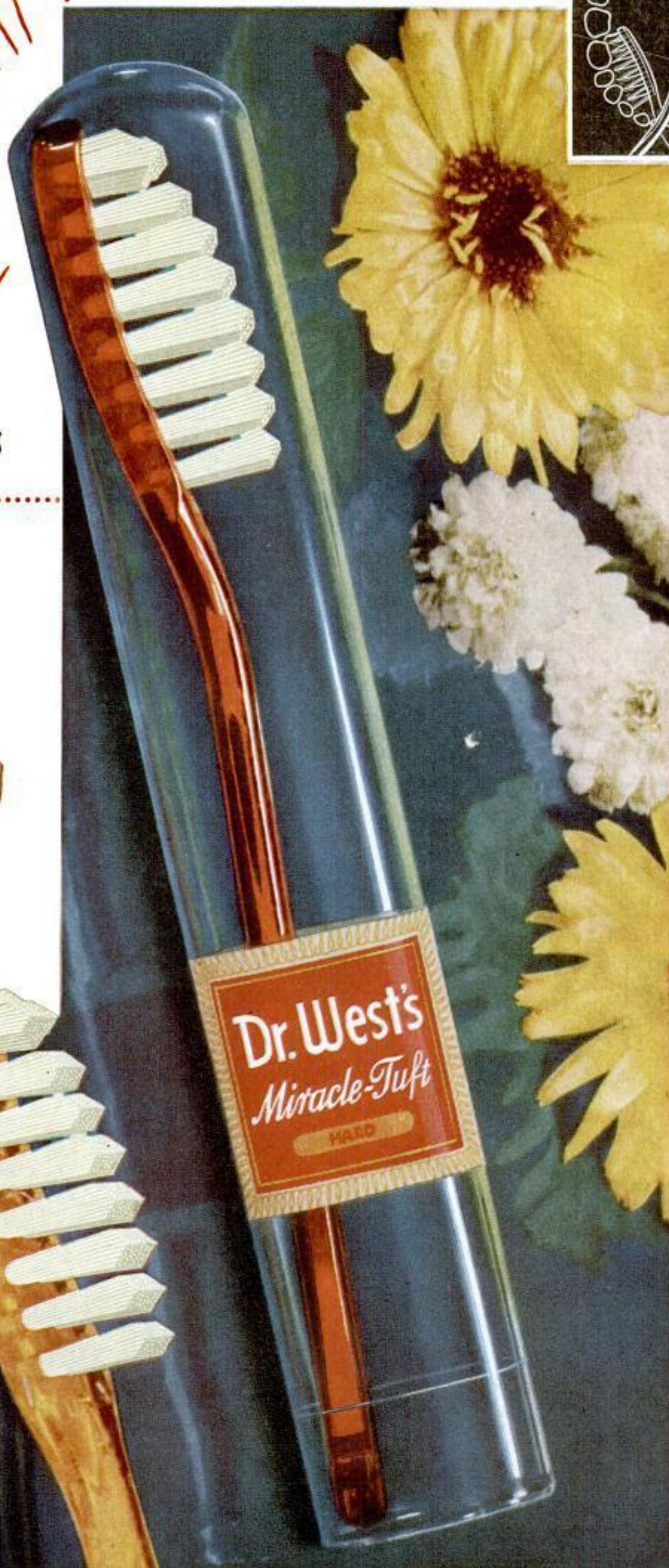
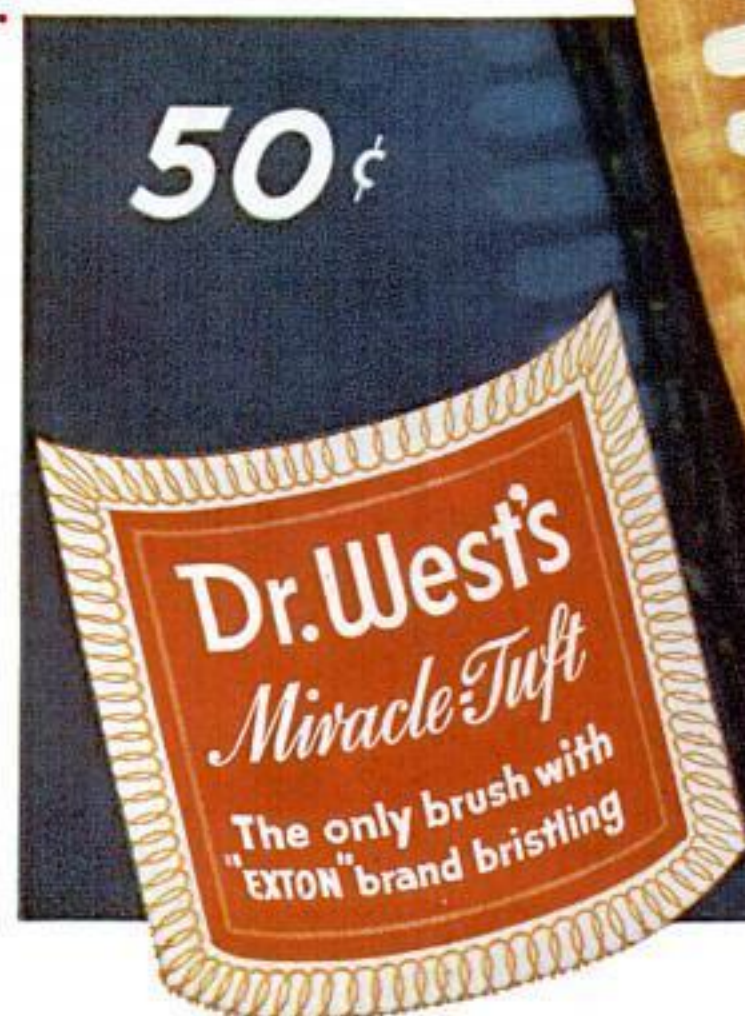
For cleaner, brighter teeth, more people prefer Dr. West's Miracle-Tuft
than prefer any other brush—as proved by actual sales records
year after year! Its host of advantages explains why. So, try Miracle-Tuft yourself.
At 50 cents, it's your best buy for brighter teeth and a more beautiful smile!



IT'S **S**EAL**E**D IN **G**LASS



GUARANTEED
FOR A **Y**EAR



IT'S **S**HAP**E**D TO **F**IT



IT'S **A**NTI-**S**OGGY



IT'S **W**ATERPROOFED

Is it right for parents to "Nag"?



DAD MEANS WELL, but when he gets hipped on an idea he won't "let go"! For instance, he used to keep preaching to us that a laxative must be strong and bad-tasting to do any good. It was only after he saw how the stuff weakened and upset me that he had to admit

SOME LAXATIVES ARE TOO STRONG!



MOTHER'S THE QUIET, BUT FIRM TYPE who harps on one subject until you give in for the sake of peace. That's how she finally got me to try that insipid-tasting stuff she'd heard was so "very mild". Well, all it did was stir me up without giving the relief I needed. Even Mother had to agree that

SOME LAXATIVES ARE TOO MILD!



YOU CAN REASON WITH AUNT LU! When I told her my troubles, she said, "What you need is Ex-Lax!" She was right, too! I just love its good chocolate taste. And what sold Mom and Dad was its effective, but gentle action. We all swear by Ex-Lax now! Not too strong, not too mild...

EX-LAX IS THE HAPPY MEDIUM!

IF YOU NEED A LAXATIVE WHEN YOU HAVE A COLD—

Don't dose yourself with harsh, upsetting purgatives. Take Ex-Lax! It's thoroughly effective, but kind and gentle.

As a precaution use only as directed.

EX-LAX
THE "HAPPY MEDIUM" LAXATIVE

10c and 25c at all drug stores

LETTERS TO THE EDITORS

CONTINUED

playing chess (LIFE, April 9). The day I received that copy of LIFE, Deputy Sheriff P. P. ("Pat") Bliss, a cross-Puget Sound commuter, swaggered into the office boasting that he had won the winter chess tournament on the ferry *Ilahee*. The war was not yet won, but nearly; people were discussing ways and means of promoting peace that would endure; what could be more conducive to international friendship than a friendly bout at chess between, say, the newly crowned champ of U.S. commuters and His Highness!

A letter dispatched to His Highness brought the following reply on palace



CHess CHAMP ABDULLAH (RIGHT)



CHess CHAMP BLISS (RIGHT)

stationery (some snoop stole the stamp en route):

Dear Sir:

I am instructed by H. H. the Emir Abdullah to acknowledge your interesting communication, and to congratulate Mr. Bliss on his achievements and skill.

He commands me to inform you that he has instructed one of his staff Ali Effendi Ruhi to accept your challenge, and that he will watch the game with interest. Ali Effendi, although not quite of H.H.'s standard, is nevertheless a competent player and answers your move to WKP4 with KP to K4.

Your reply should be addressed to: Ali Effendi Ruhi, c/o The Palace, Amman, Trans-Jordan.

The game is under way, Mr. Bliss has moved his KK to KB3, and international amity is of the best, all thanks to LIFE.

HAL ARMSTRONG

Seattle, Wash.

SUMMARY

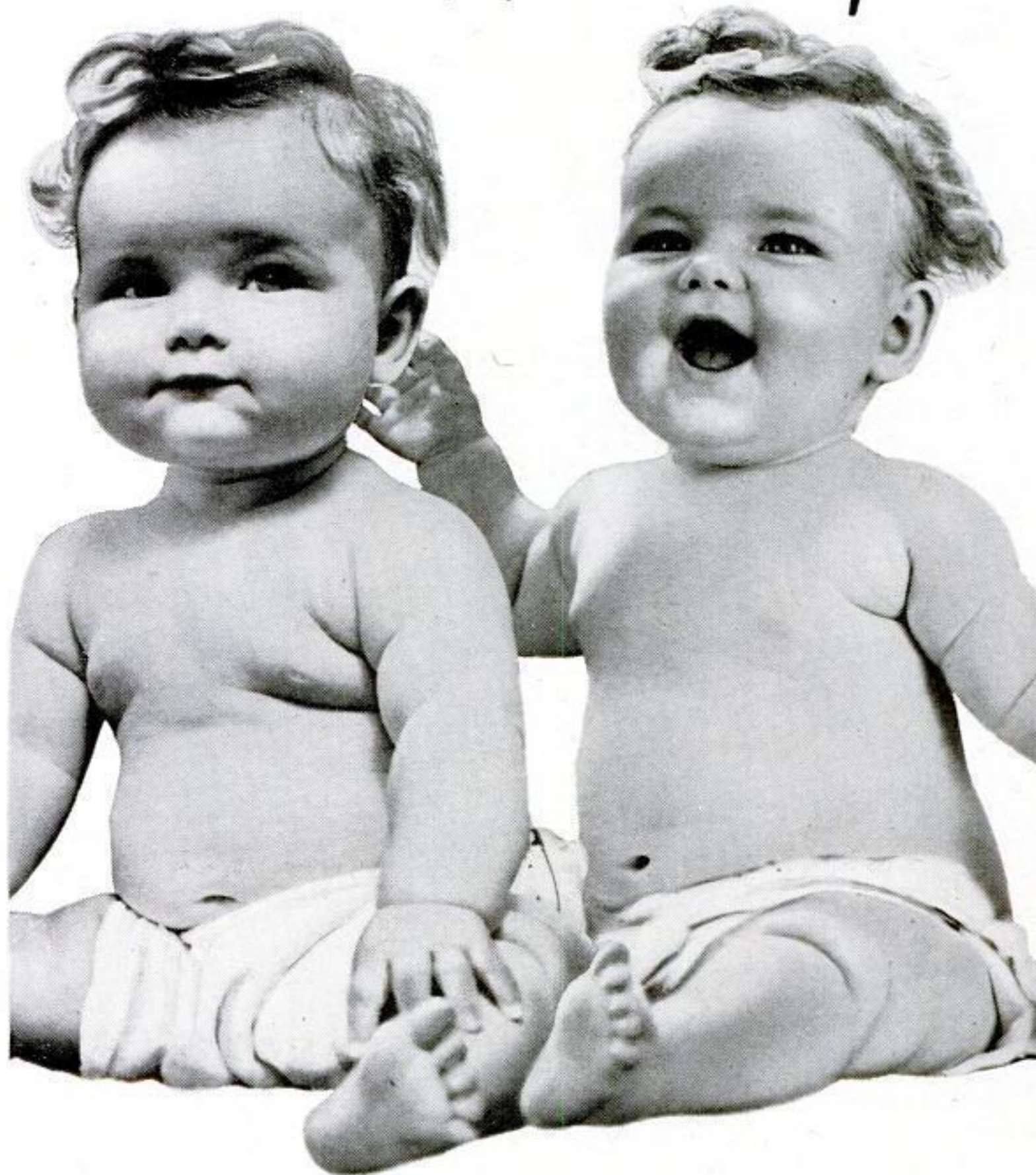
Sirs:

I'll go so far as to seek out Suzuki with you, I'll be with you wholeheartedly in the rejoicings of Pappy's friends, I'll take deserved pride in so rare a service as that of Mr. Stimson. I'll look at your pictures, fight with labor, tour with Joe Kennedy, hurricane with Florida, romp with Denise, marry off Shirley and Jack, publicize Daddy, discharge John Grant, advertise with Ruth, fantasize with Austin, terpsichore with Leslie and Jimmy, be well-behaved with Curley, routine with Joan, take enjoyment as milady splurges, preside with Henry II, be climactic with the slain Thomas, fit my body to the foam and pay visit to the Erskine Caldwells—but if you even so much as think that with two sons in the Air Forces... I can be "classic" with your Japanese dancer, let me inform you it is no go!...

JOHN H. GIENTY

Forestville, Conn.

"We're twice as 'pretty as a picture'! Here's why---"



BESS: Gosh, lady, I may be little but I sure feel proud of my lovely, healthy skin! An' here's the secret... Mom says it's cause my skin is doubly-blessed with Mennen Antiseptic Baby Oil...

TESS: Y'see, bein' antiseptic, Mennen Baby Oil helps prevent diaper rash, urine irritation and lotsa other nasty skin troubles.

BESS: Second, Mennen Baby Oil helps prevent roughness, dryness and keeps skin smooth and beeyootiful. It's the baby oil used with wonderful results on millions of babies over the past 12 years!

TESS: Mennen makes us smell so sweet, too. Most doctors and hospitals say Mennen Baby Oil is best—and they certainly know!

*Nationwide surveys

4-TIMES AS MANY DOCTORS PREFER MENNEN ANTISEPTIC BABY OIL AS ANY OTHER*

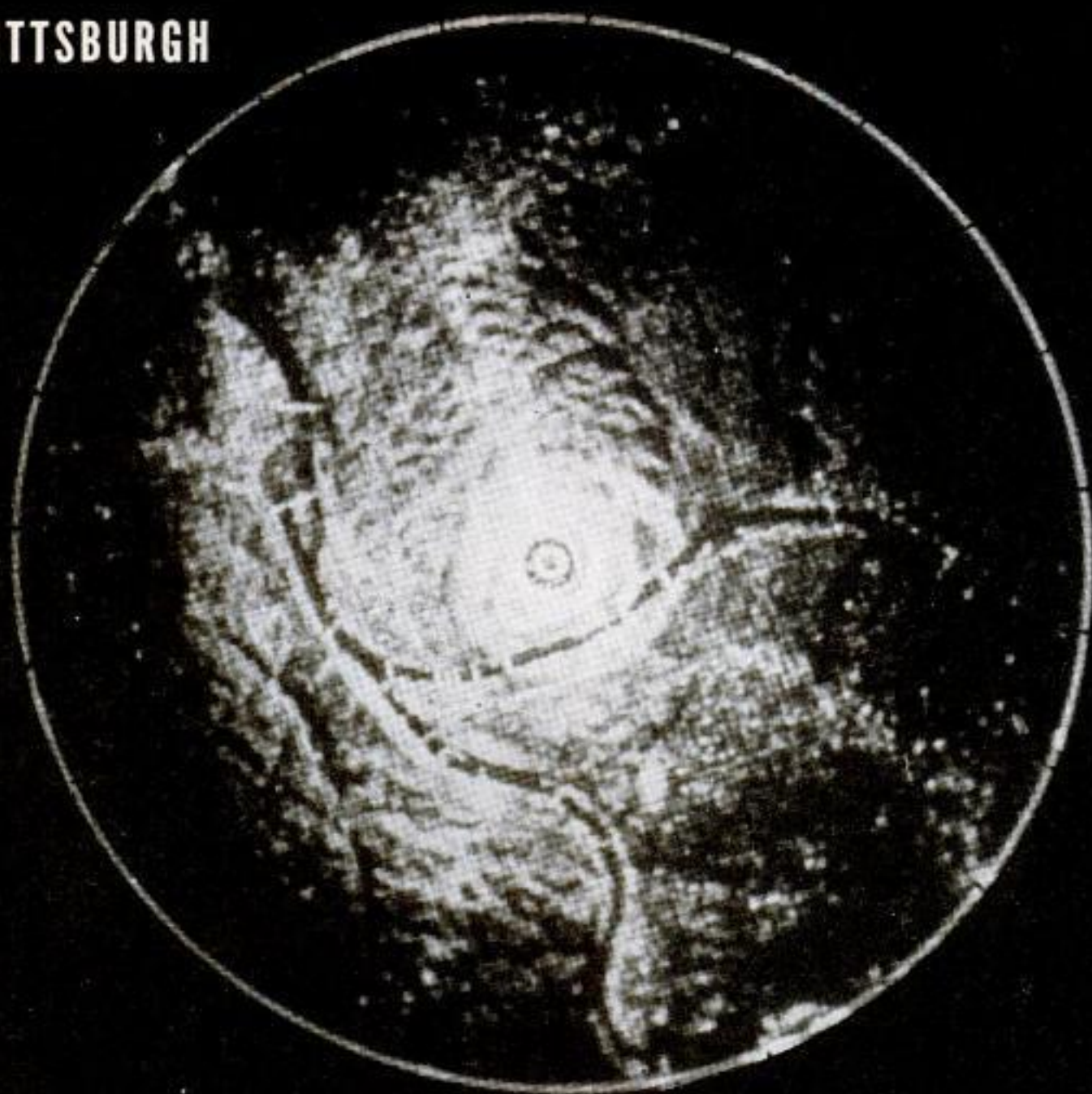
OVER 4 TIMES AS MANY HOSPITALS USE MENNEN AS ALL OTHER OILS COMBINED *

Your baby deserves the best—

MENNEN
Antiseptic
BABY OIL
50¢ — \$1
\$2 Money-Saver size

Also, be sure to use MENNEN ANTISEPTIC BABY POWDER to help keep baby's skin comfy and healthy. Super-smooth; new scent makes baby smell sweet and lovely. Preferred by more Baby Specialists than any other baby powder.

PITTSBURGH



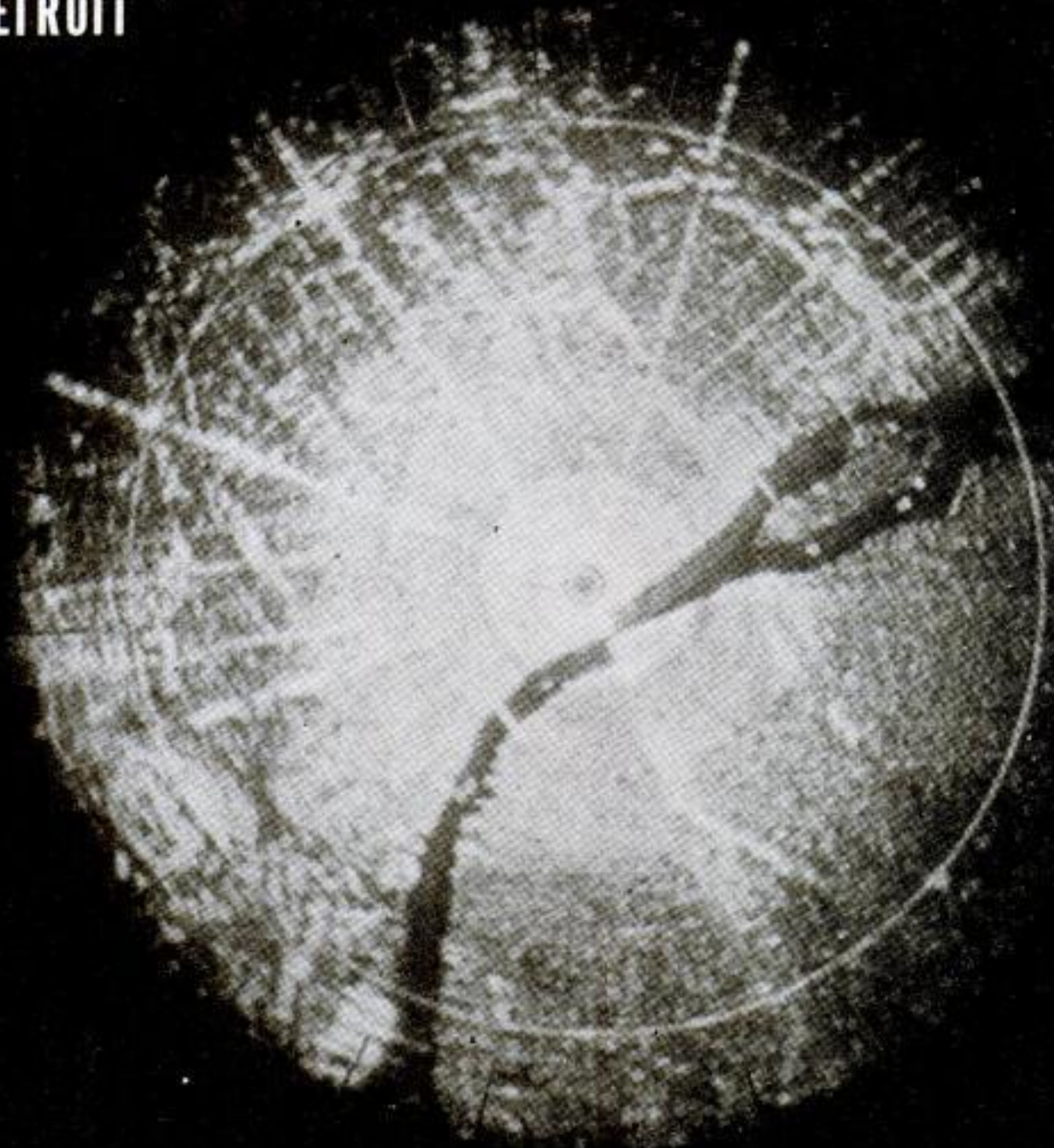
THE MONONGAHELA (LOWER RIGHT) AND ALLEGHENY (TOP) JOIN TO FORM OHIO

ST. LOUIS



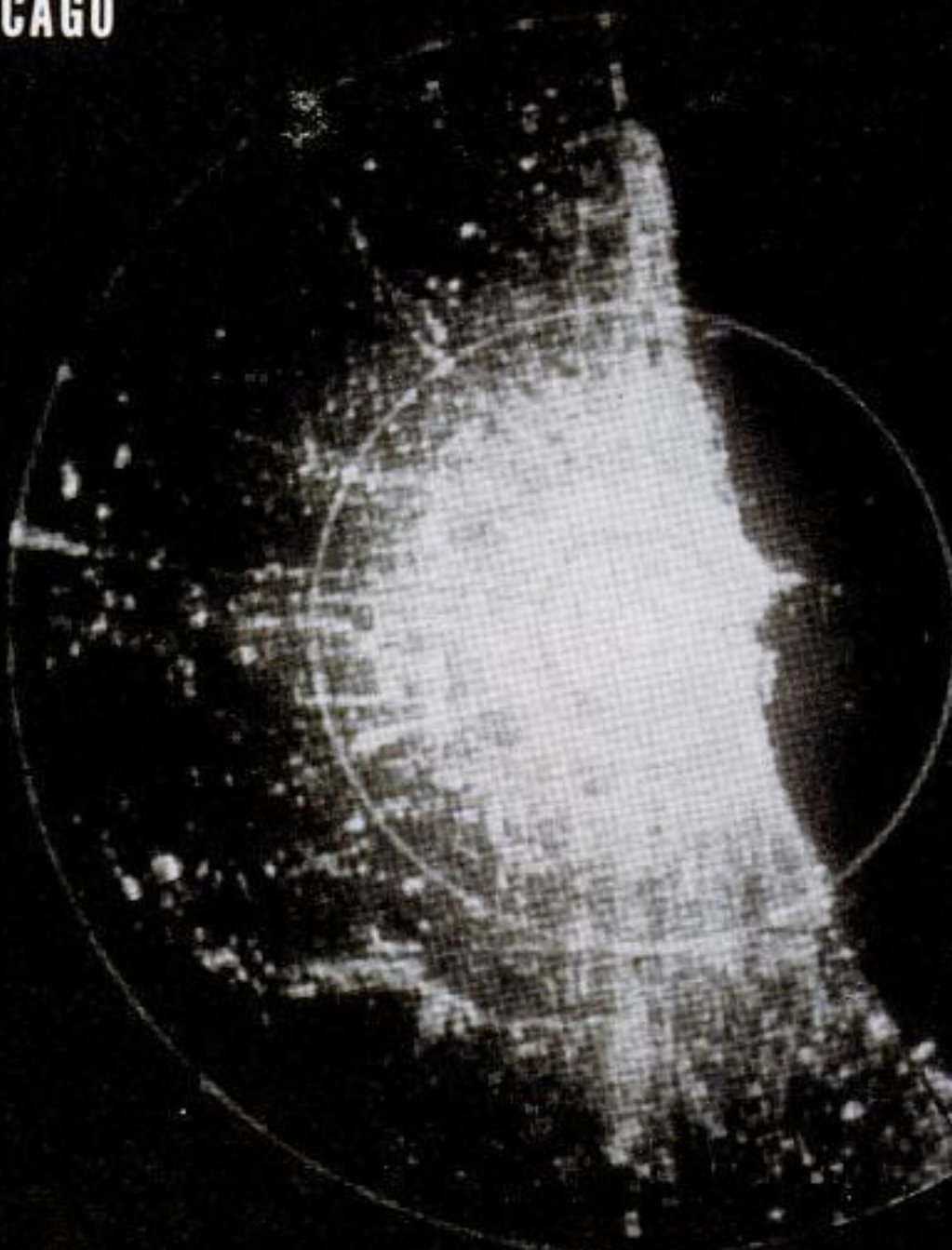
THE MISSOURI RIVER (LEFT) FLOWS INTO THE MISSISSIPPI ABOVE THE CITY

DETROIT



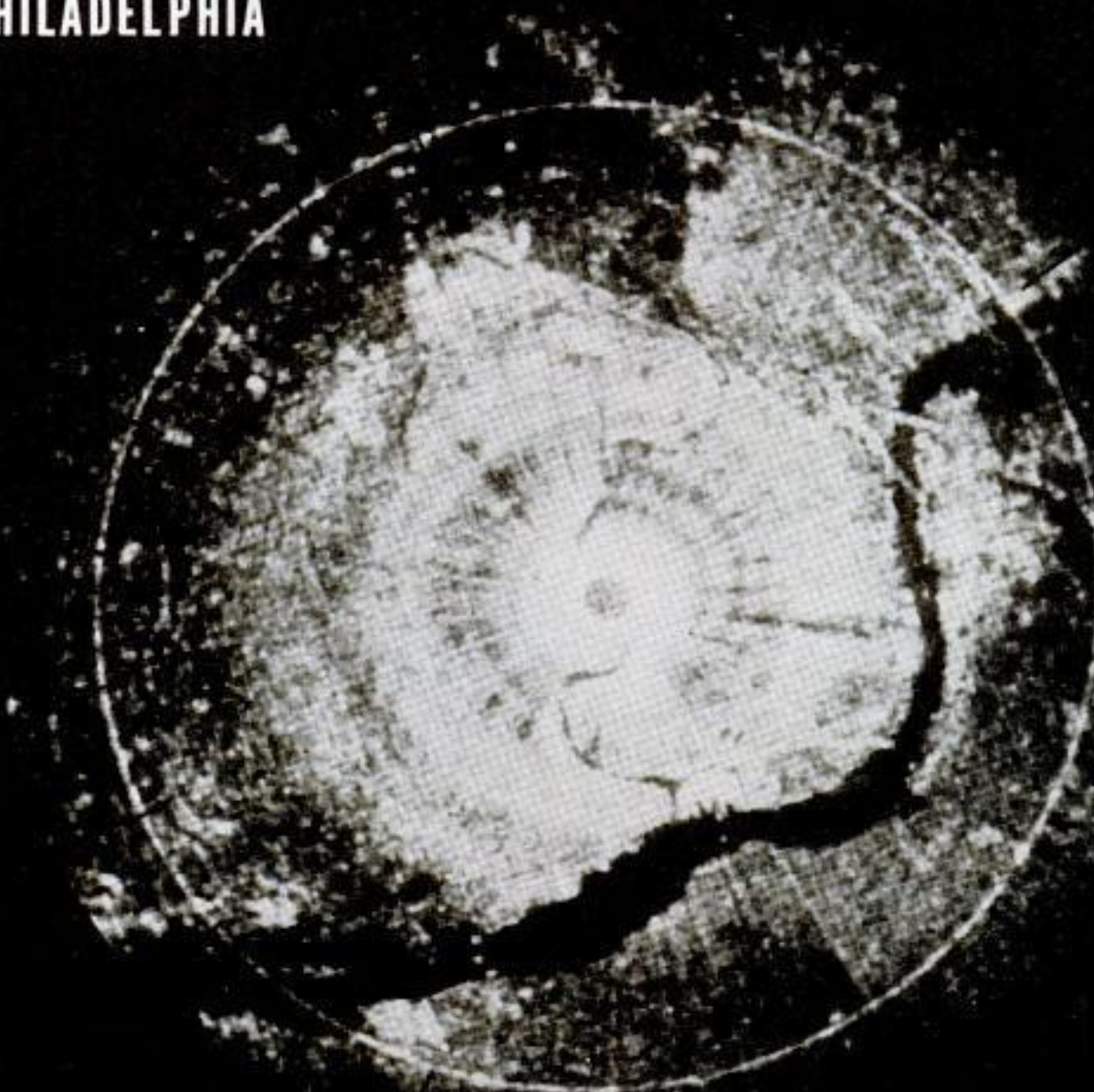
CITY'S RADIATING STREETS ARE VISIBLE ON THE FLATS ALONG DETROIT RIVER

CHICAGO



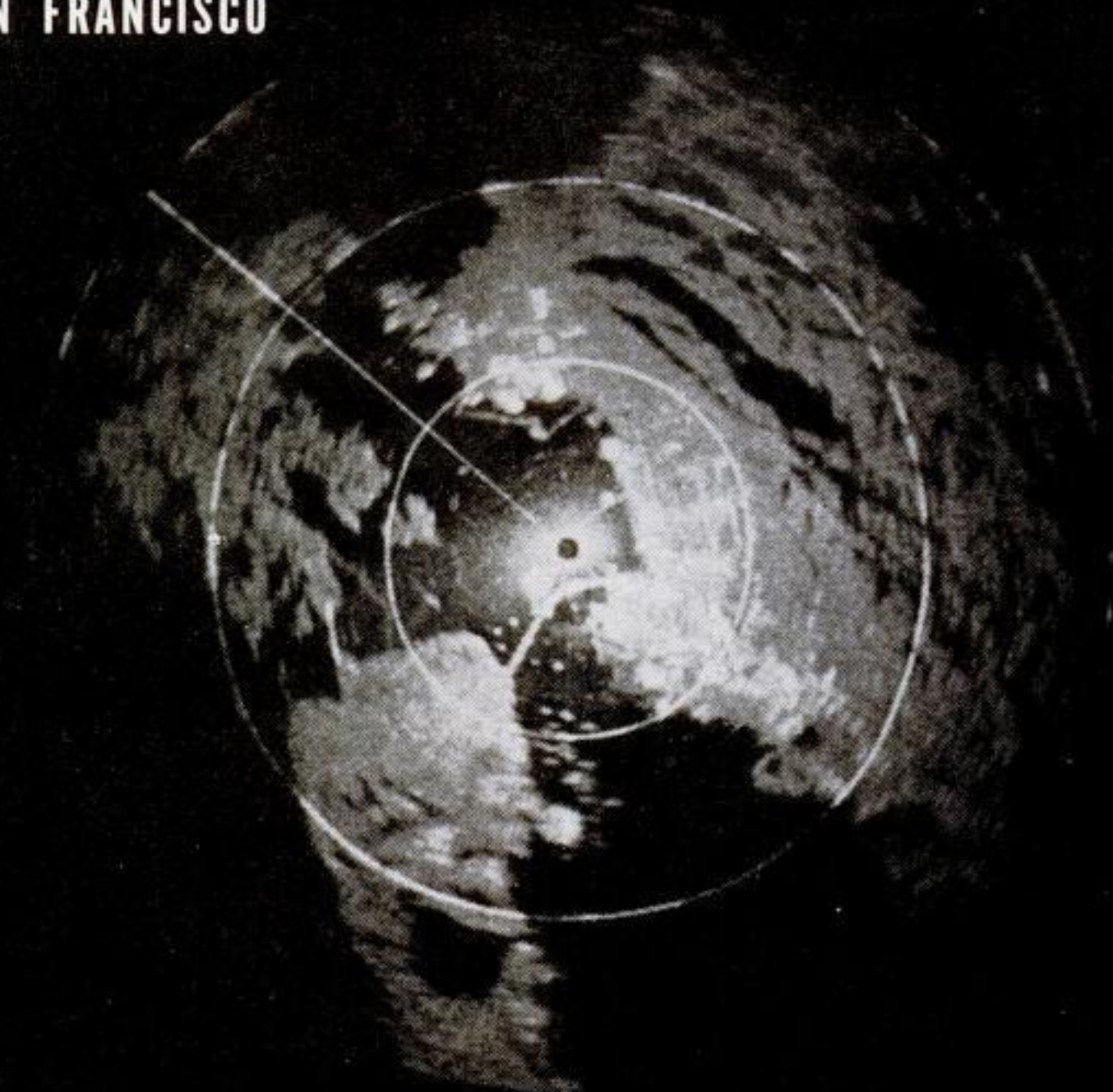
PIERS OF CITY'S DOCK AREA JUT INTO LAKE MICHIGAN (DARK AREA AT RIGHT)

PHILADELPHIA



THE DELAWARE RIVER SEPARATES CITY FROM CAMDEN, N. J. (LOWER RIGHT)

SAN FRANCISCO



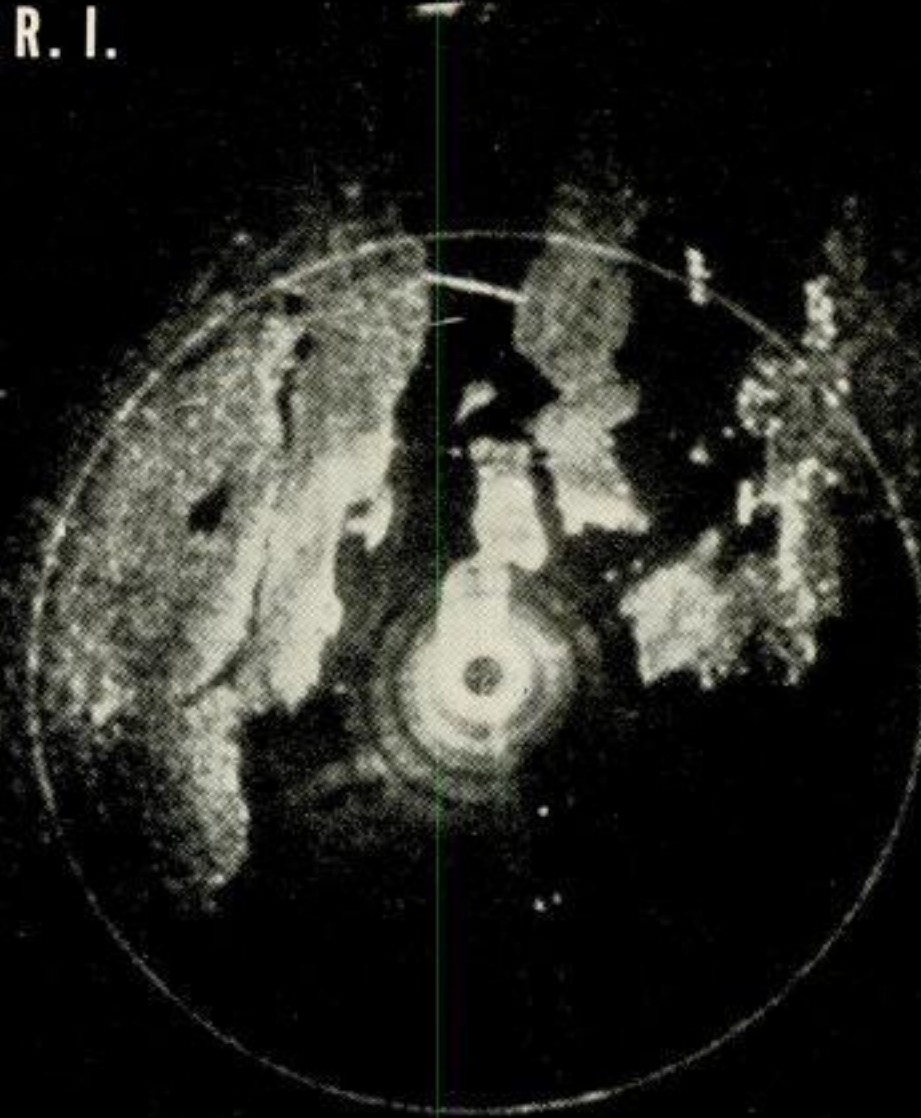
LONG SPAN OF OAKLAND BAY BRIDGE (CENTER) CROSSES SAN FRANCISCO BAY

CAIRO, ILL.



OHIO (FAR RIGHT) AND MISSISSIPPI MEANDER AS THEY JOIN NEAR THE CITY

NEWPORT, R. I.



RESORT TOWN (ON ISLAND AT RIGHT) IS AT THE FOOT OF NARRAGANSETT BAY

SPEAKING OF PICTURES...

... RADAR MADE THESE NEW PORTRAITS OF U.S. CITIES

One of radar's biggest uses during the late war was to help planes navigate and drop their bombs. In darkness and cloudy weather radar operators were still able to observe and identify the dim outlines of enemy landscapes and cities. In these photographs radar experts from the Radiation Laboratory at the Massachusetts Institute of Technology, which is the world's biggest radar laboratory, have applied the same radar technique to the U.S.

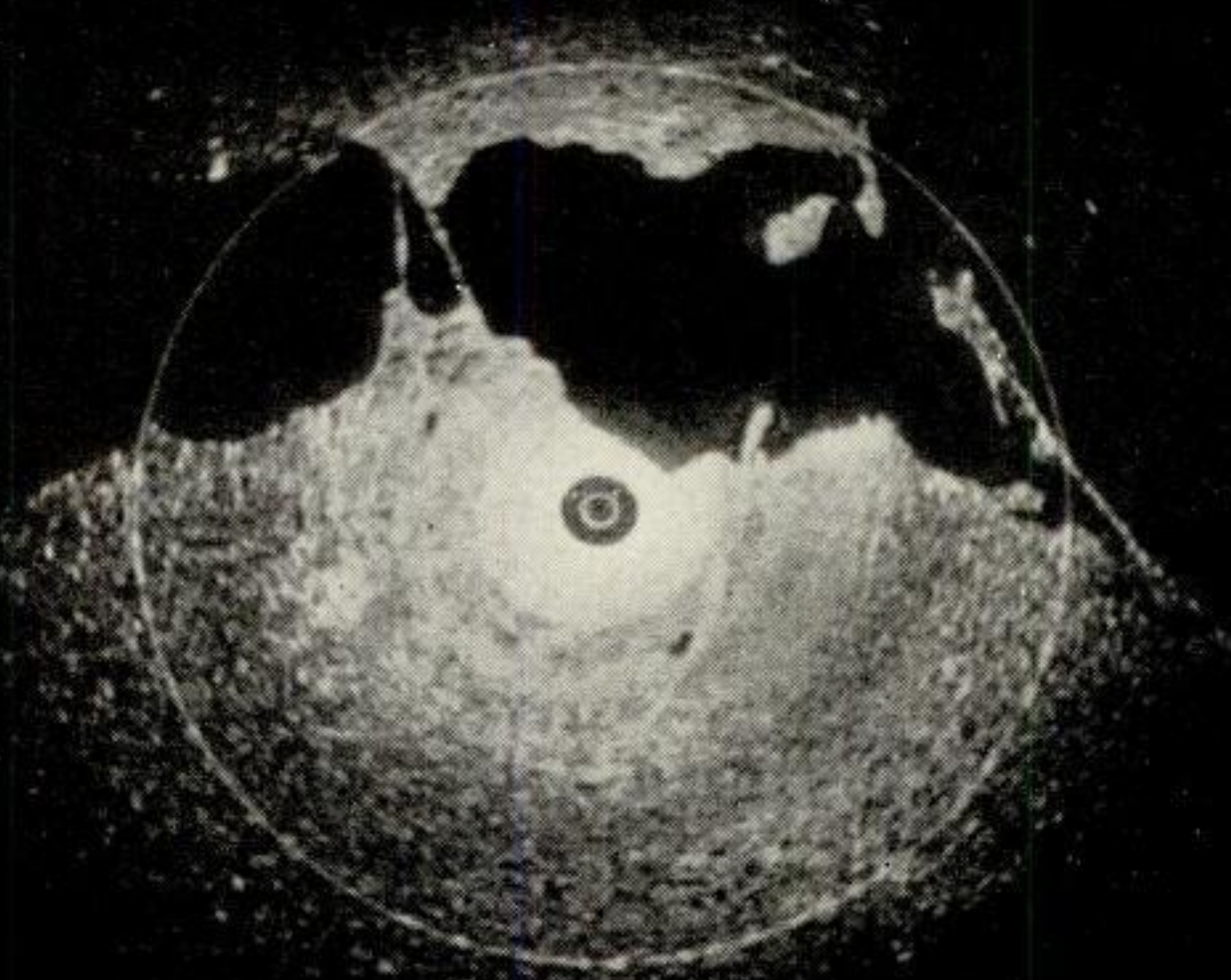
Radar's view of the earth from the air is very much like what people in a plane might see at night if the plane were lighting the ground with a giant, rotating searchlight. Hills and houses would reflect the light, but bodies of water would appear to be dark. With radar, planes sweep the ground below with a rotating beam of very short radio waves instead of light. The reflected waves, translated into visual images by a cathode-ray tube like those which make the pictures of television, produce crude, luminescent maps like the ones shown on these pages. The plane's exact position is indicated by bright spot in the center of the radar image.

ATLANTIC CITY, N. J.



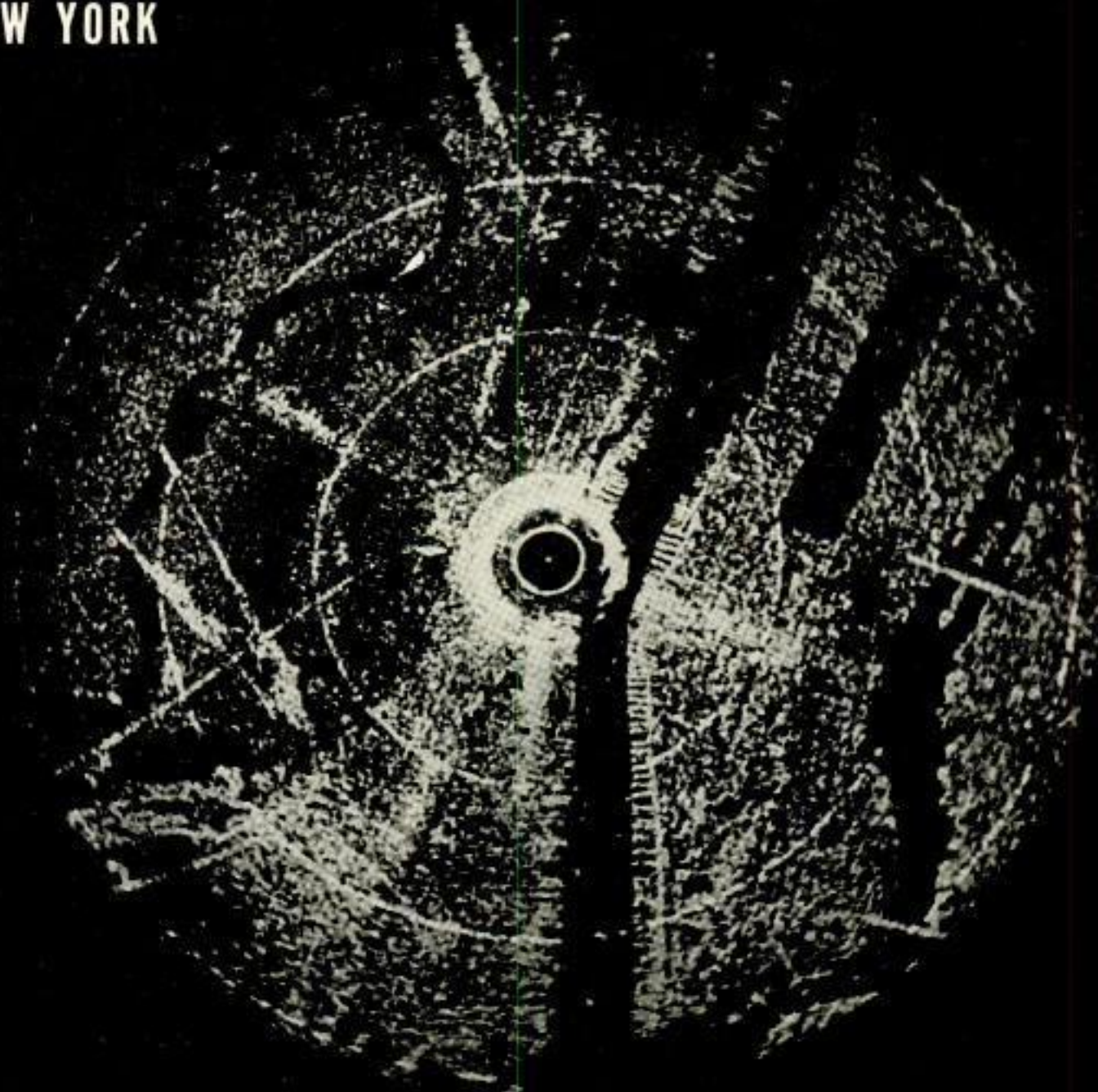
A LABYRINTH OF LITTLE BAYS AND INLETS IDENTIFY THE SEACOAST RESORT

SANDUSKY, OHIO



CITY'S BRIDGES ACROSS LAKE ERIE'S SANDUSKY BAY ARE CLEARLY VISIBLE

NEW YORK

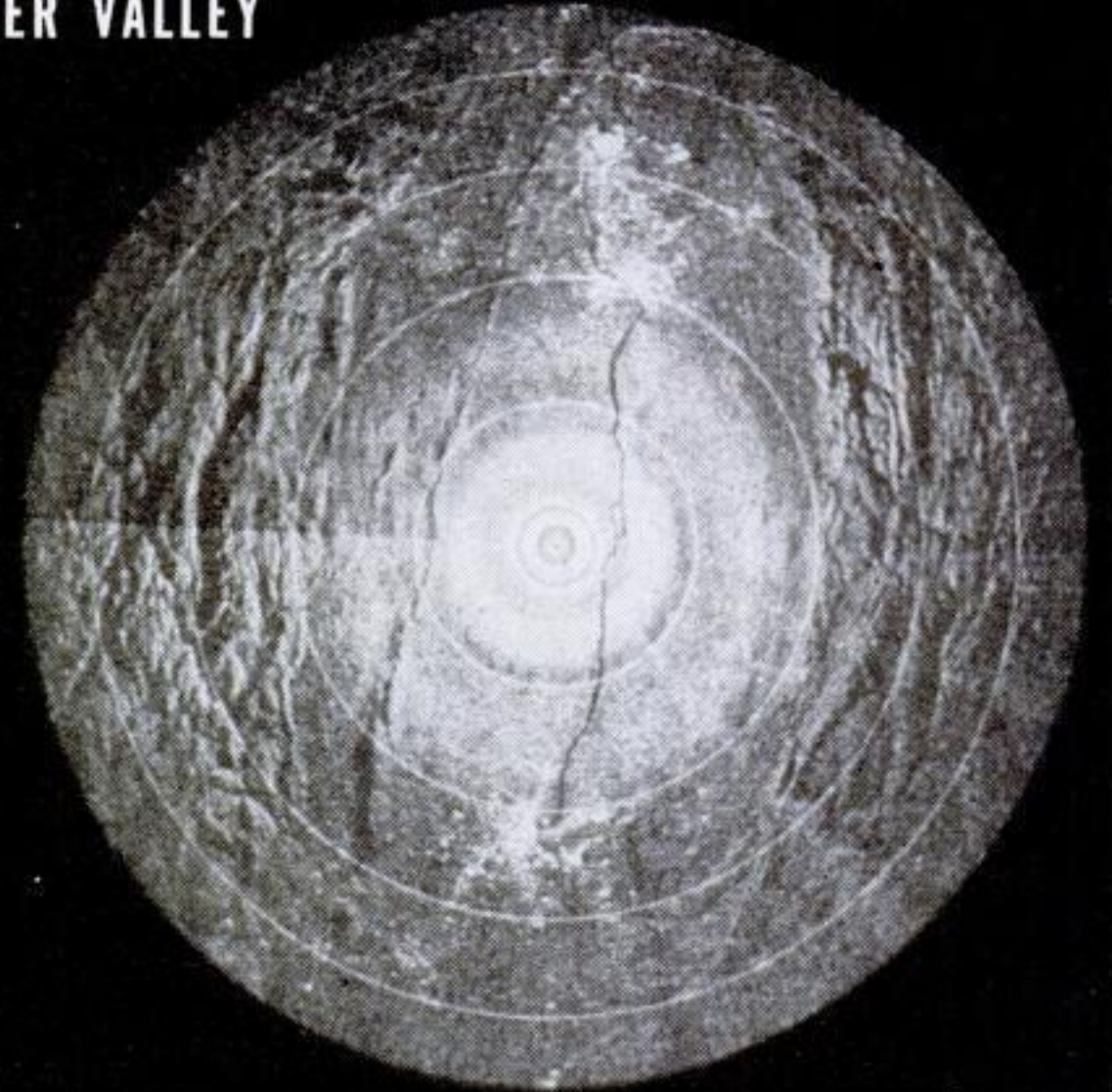


WHARF-LINED MANHATTAN LIES BETWEEN EAST (RIGHT) AND HUDSON RIVERS

SPEAKING OF PICTURES

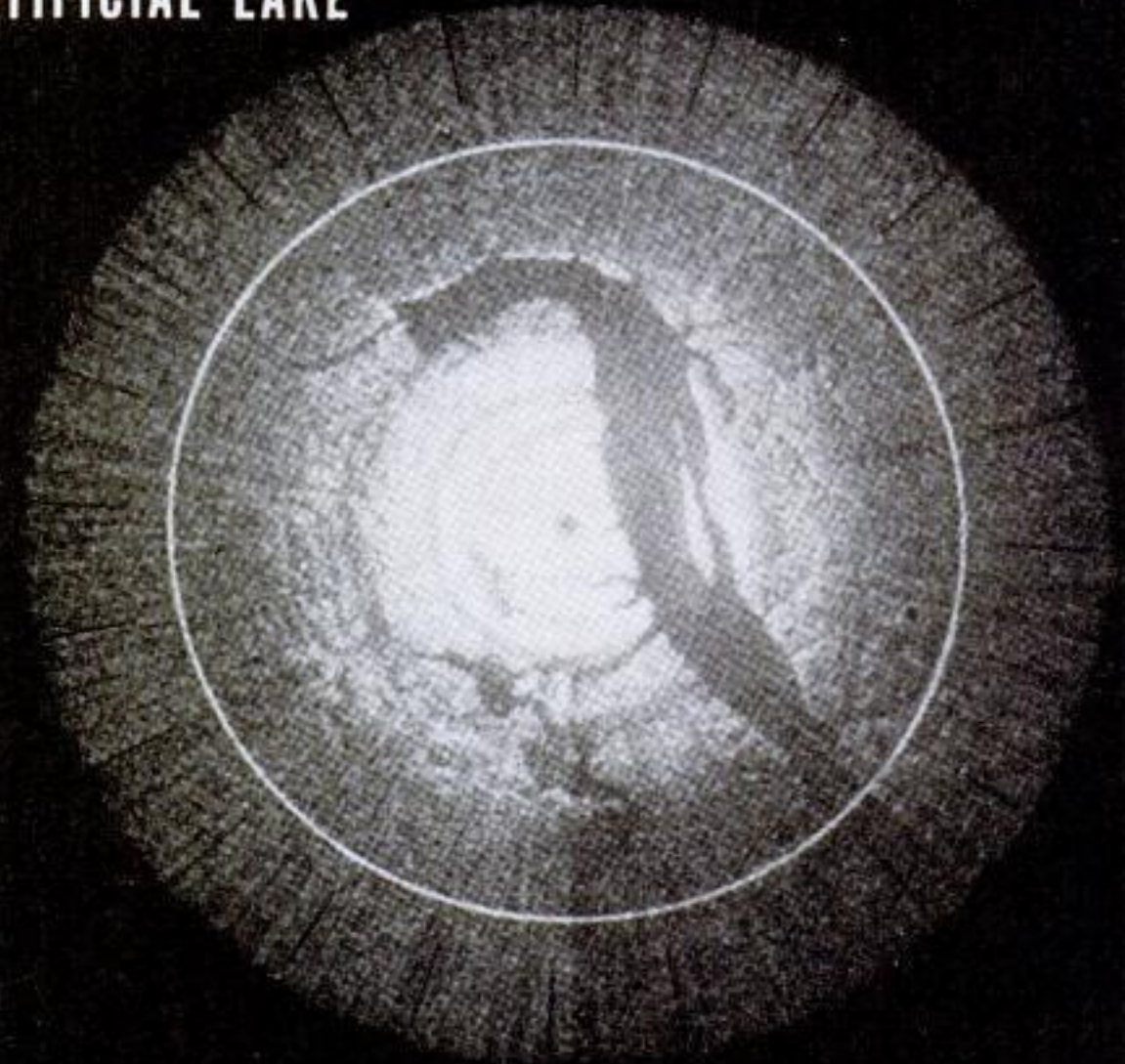
CONTINUED

RIVER VALLEY



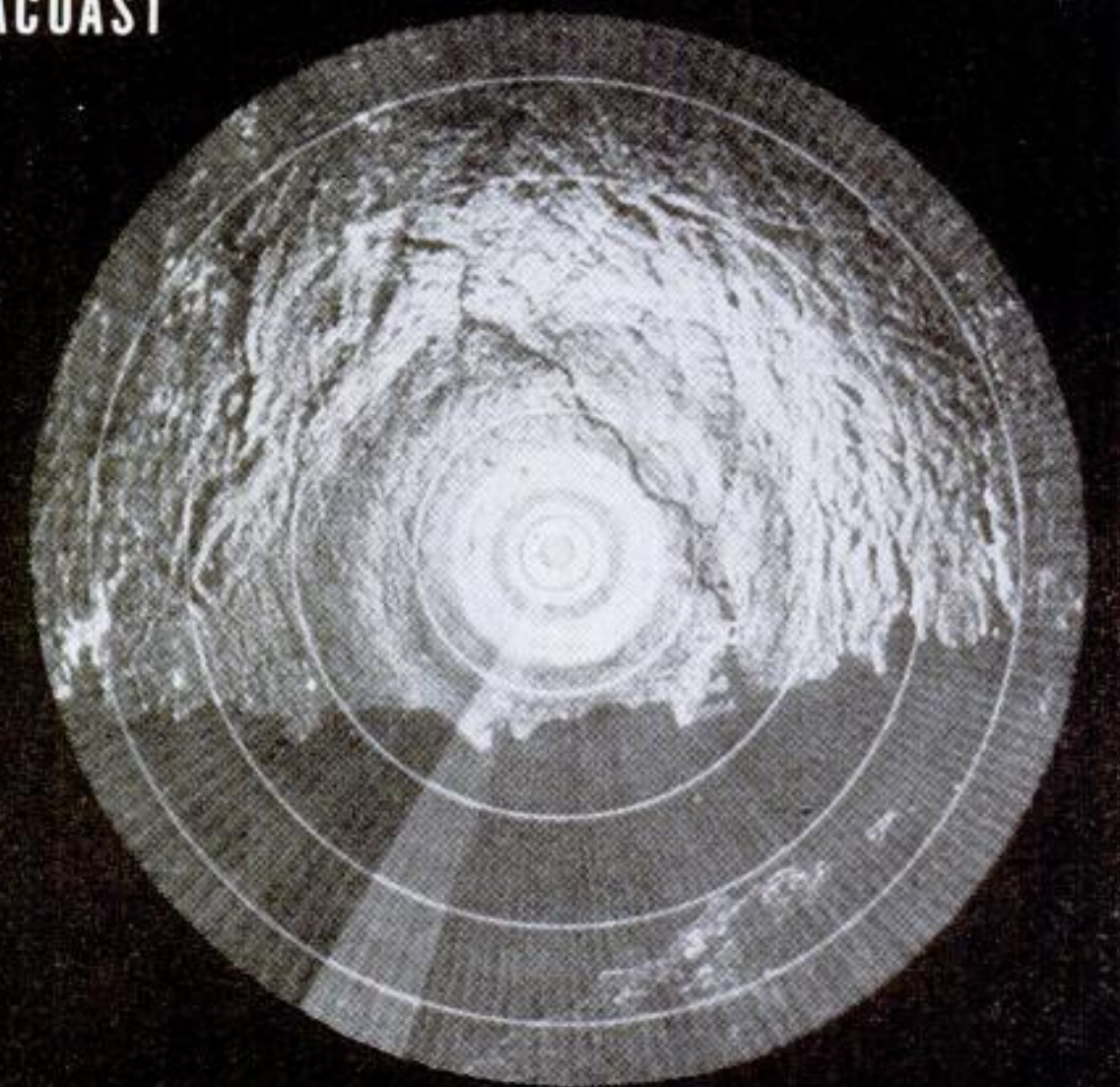
HILLS ALONG CONNECTICUT RIVER APPEAR AS ON A RELIEF MAP

ARTIFICIAL LAKE



TENNESSEE'S PICKWICK LAKE IS FORMED BY DAM AT UPPER LEFT

SEACOAST



LONG ISLAND (BOTTOM) IS SEPARATED FROM MAINLAND BY SOUND

*I'm in
Terrible
Trouble!*

AND YOU'RE GOING
TO BE IN WORSE
TROUBLE, TOMMIE—
IF YOU DON'T STOP
TELLING PEOPLE
THINGS YOU
SHOULDN'T!

BUT HECK, SIS!
I ONLY TOLD
JACK WHAT YOU
SAID YOU WISHT
SOMEBODY
WOULD TELL
HIM!

YOU DON'T
UNDERSTAND, TOMMIE!
THERE ARE SOME THINGS
YOU JUST CAN'T TELL
PEOPLE—AND BAD BREATH'S
ONE OF THEM!

BUT JACK WASN'T
MAD I TOLD HIM
TO GO SEE HIS
DENTIST! HE
EVEN GAVE ME
A QUARTER! SEE?

JACK SEES HIS DENTIST!

TO COMBAT BAD BREATH, I RECOMMEND
COLGATE DENTAL CREAM! FOR SCIENTIFIC
TESTS PROVE THAT IN 7 OUT OF 10 CASES,
COLGATE'S INSTANTLY STOPS BAD BREATH
THAT ORIGINATES IN THE MOUTH!

LATER...THANKS TO COLGATE DENTAL CREAM

COULD I TROUBLE
YOU FOR THE LOAN
OF A QUARTER, JACK?

A PLEASURE,
MATE! GLAD
TO OBLIGE A
TROUBLE-SHOOTER
LIKE YOU!

COLGATE'S ACTIVE PENETRATING FOAM
GETS INTO HIDDEN CREVICES BETWEEN
TEETH—HELPS CLEAN OUT DECAYING
FOOD PARTICLES—STOP STAGNANT
SALIVA ODORS—REMOVE THE CAUSE
OF MUCH BAD BREATH

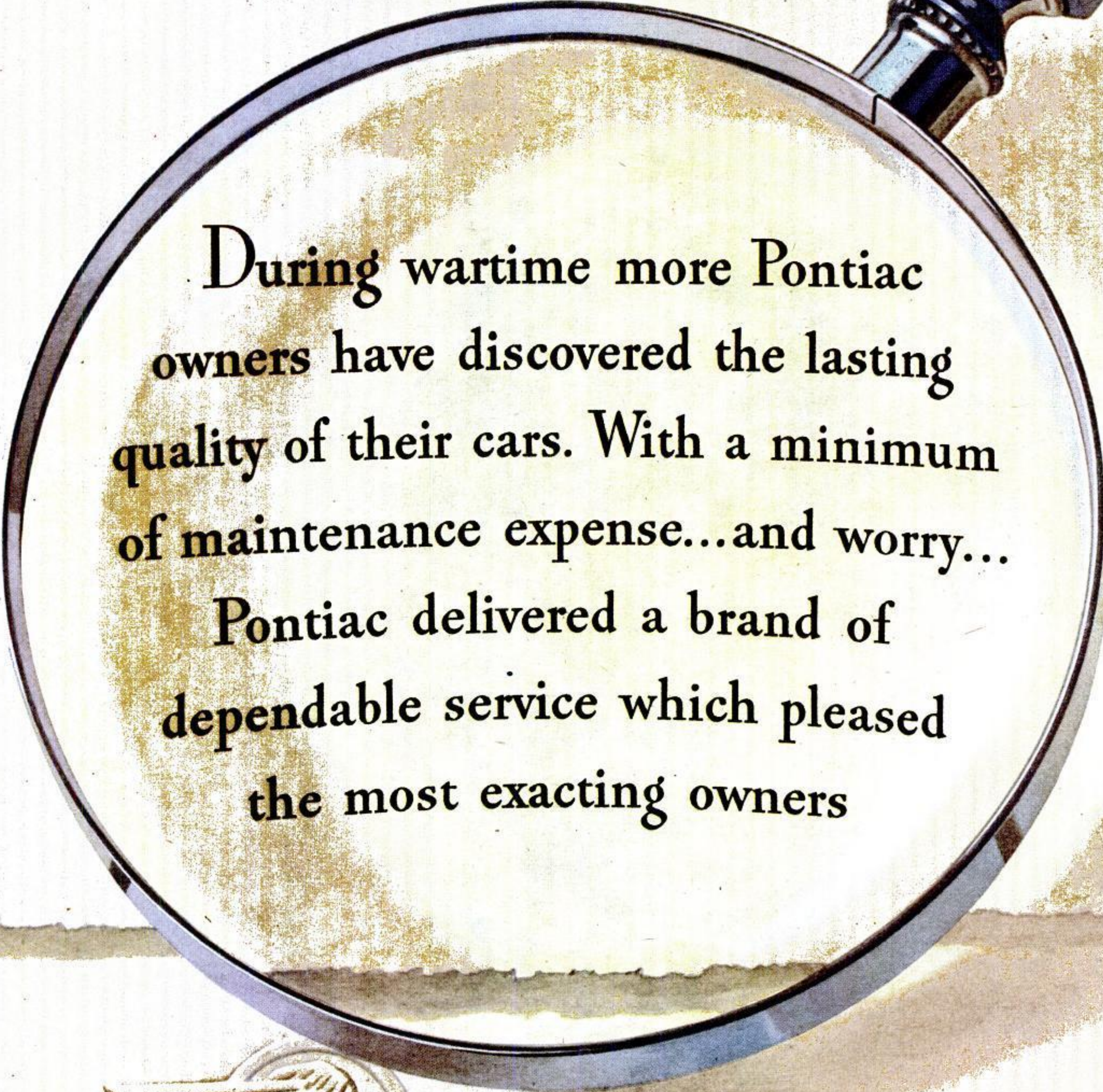
COLGATE'S
SURE DOES A JOB
OF CLEANING
AND POLISHING
TEETH, TOO!



IT CLEANS YOUR
BREATH WHILE
IT CLEANS
YOUR TEETH

Tune In! KAY KYSER Wednesday Night — NBC Network

Worth a Closer look...



During wartime more Pontiac owners have discovered the lasting quality of their cars. With a minimum of maintenance expense...and worry...

Pontiac delivered a brand of dependable service which pleased the most exacting owners



PONTIAC



Let your EYES protect your shopping dollar

CELLOPHANE—YOUR EYES' BEST HELPER—WILL BE BACK SOON

Perhaps you've wondered why you have seen fewer products in Cellophane. The reason—it has been serving as protection for supplies going to the battle fronts.

From now on, you'll find more and more things packaged in Cellophane. This will benefit you, because Cellophane gives you thrifty help in two ways. It lets you *see* what you buy. It *safeguards* what you buy—keeps things fresh, tasty, and sanitary. It protects your shopping dollar.

For instance, tasty cheeses will come to you protected by Cellophane—at their peak of goodness. On a host of other products, too, Du Pont Cellophane will be back at work—*showing* what it *protects*.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

A product of Du Pont research



REG. U.S. PAT. OFF.

MOISTUREPROOF

Cellophane



shows what it protects

LIFE'S REPORTS

THE "CURE" AT MONDORF SPA

How Nazi war criminals lived in Luxembourg jail
by JOHN KENNETH GALBRAITH

On leave of absence with the War Department, *Fortune* Editor John Kenneth Galbraith spent five months overseas studying the effects of Allied bombing. His work took him to Mondorf-les-Bains in Luxembourg to interrogate the German war criminals held there for trial. This is Mr. Galbraith's story of what Mondorf jail was like and how its inmates lived before they were moved to Nürnberg, there to appear in November before the Four-Power Tribunal.

Mondorf-les-Bains is a smallish spa in Luxembourg with half a dozen hotels, nice shady streets and a very pretty park. Before the war its clients were middle-class Luxembourgish and Belgians and a scattering of French. The waters are said to be excellent but I have forgotten, if I ever knew, whether one drinks them or bathes in them, or what they cure. There were more outsiders than usual in Mondorf last summer but they were all Americans and Germans, for the Army had converted Mondorf into a jail for the top German war criminals. Even the name of Mondorf had been converted; it was known throughout the theater by its code name, which was "Ashcan."

On War Department business, I spent a week in Mondorf early in the summer. One night an Air Forces colonel and I visited the spa's largest hotel, which had been converted into the jail proper. We stood looking into the lounge, a large rectangular room filled with people. About two-thirds were in uniform, the rest in a shabby assortment of civilian clothes. They were waiting for supper. "Suppose," the colonel commented, "someone had written a play in 1940 at the time of Dunkirk and put all these characters on the stage when the curtain went up. The playbill would have read, 'A jail in Luxembourg in June 1945.' The Broadway critics would sure have panned the hell out of that one."

Whether they panned the performance or not, the critics would have been impressed by the cast of characters. Present among others were Field Marshal Wilhelm Keitel, until a few weeks before the chief of the German high command; Colonel General Alfred Jodl, until lately Hitler's chief of staff; Field Marshal Kesselring, the last supreme commander of the west; Admiral Doenitz, Joachim von Ribbentrop, Robert Ley, Walther Funk and Julius Streicher. The star guest was not present; Reichsmarschall Göring was upstairs sick in bed.

The hotel that the Army had taken over for these strange characters was a plain and not unpleasant eight-story structure of gray stucco with a long veranda across the front. It was surrounded by a double stockade of coiled barbed wire about 15 or 20 feet high and at each corner was a guard tower. There was a soldier and a machine gun in each of the towers. So far as the prisoners were concerned the precautions were probably unnecessary, for if one had escaped he would have had a hard time avoiding the U.S. Army in that part of Europe and a harder time still getting regular meals. But the fence did keep out any sightseers who might have heard that there were interesting people about, and a heavy green camouflage net had been draped over the outer barricade so it was impossible to peek. Although the hotel was close to the road, what with trees and the green camouflage, you could drive or even walk by the front of it without noticing anything out of the ordinary. Down the road a half mile or so in an open field was another stockade for the ordinary POWs who worked around the hotel. The officers who were running the establishment got a good deal of satisfaction out of the bicycles and cars that stopped there for a long look at the home of the defeated supermen. The greater danger from those outside as compared with those within was evident in the formalities at the gate.

CONTINUED ON NEXT PAGE

"You're **LOVELIEST**
when you're **LIVELIEST!**"

**DOROTHY
LAMOUR**

star of Paramount's
"Duffy's Tavern"

Fun and friends a'plenty! They come naturally when you're full of sparkle and spontaneity... because that's when you're most attractive! Guard that precious pep-appeal as does vivacious, popular Dorothy Lamour.

This hard-working Paramount star knows that one essential of abundant energy is an adequate amount of B Vitamins. So she eats sensibly—and to guard against even a mild Vitamin B deficiency, she supplements her diet with Bexel Vitamin B Complex Capsules daily!



Dorothy Lamour takes time out to take Bexel. About 85% of Paramount workers now take Bexel regularly.

Why you, too, will prefer BEXEL Vitamin B Complex Capsules



Contains **Five B Vitamins**—including vitally important Thiamin and Riboflavin.



A Capsule protects the delicate vitamins against light, air, moisture.



Made by a Famous Laboratory—McKesson & Robbins, Bridgeport, Conn.

DOCTORS REPORT ON BEXEL TEST

After a 90-day test, conducted in Chicago on a group of people who ate average diets, doctors reported:

"The supplementation of average diets with Bexel Vitamin B Complex Capsules had a favorable effect in the reduction of fatigue. It also indicated a beneficial effect on mental alertness, appetite and sleep."

This happened in enough cases for the results to be scientifically significant.

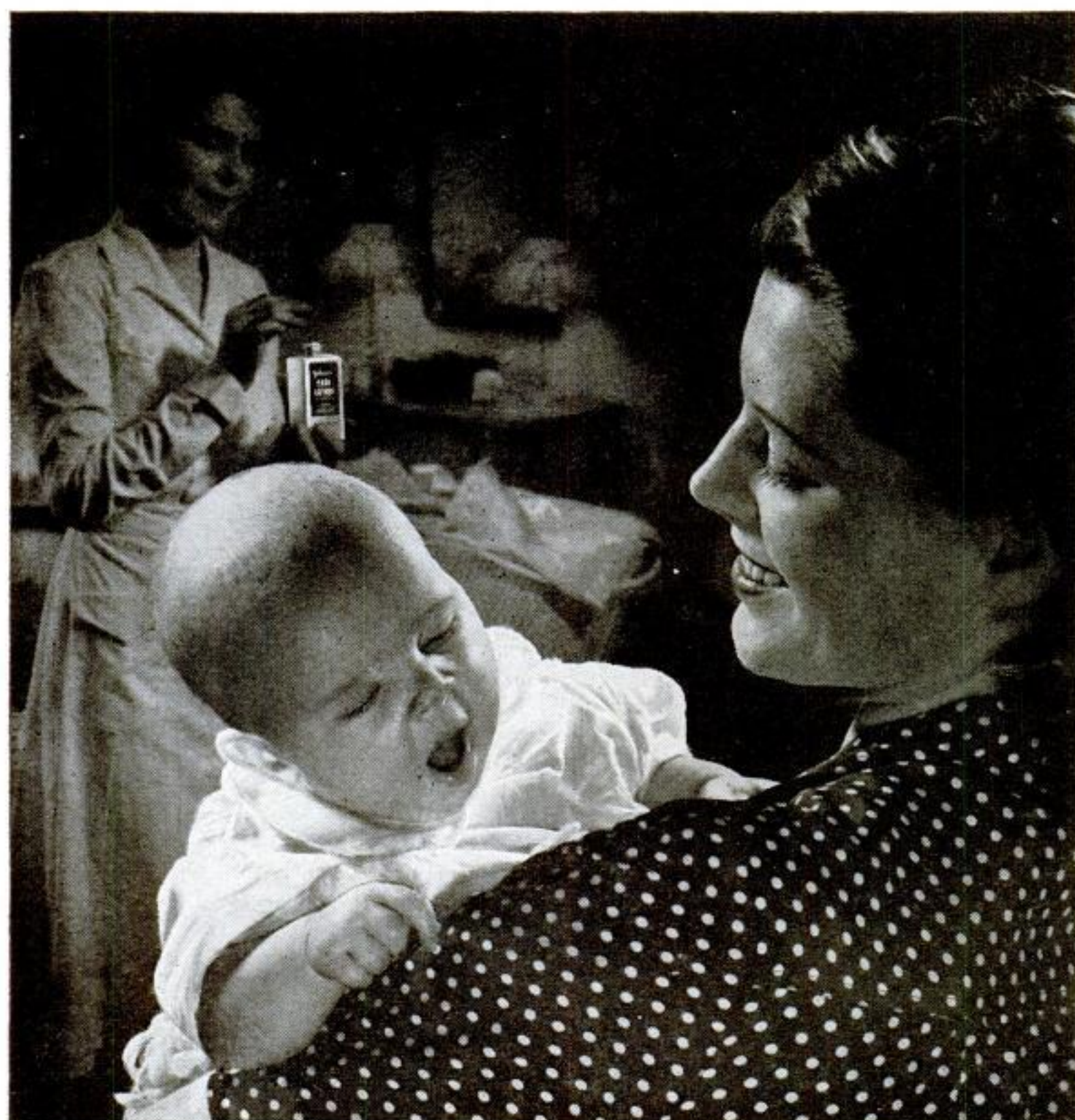
BEXEL

**VITAMIN B
COMPLEX
CAPSULES**

Guaranteed by
Good Housekeeping
if defective or
not as advertised.



Tested in hospital nurseries!
Wonderfully effective!



Try new
Johnson's Baby Lotion —
ANTISEPTIC



Mother — welcome
Johnson's Baby Lotion!
The new, better way to
take care of baby's skin
—tested in hospitals!

There's a scientific reason why Johnson's Baby Lotion agrees with sensitive baby skin—helps prevent irritations like diaper rash and heat rash.

This smooth, snow-white lotion is an emulsion of specially compounded mineral oil, soothing lanolin, and water. Leaves a light film that's a network—not

a solid layer. Perspiration can get out—but urine can't get in to irritate. And the antiseptic—being in a lotion base—can work better!

And just imagine—how much nicer Johnson's Baby Lotion is to use. Never sticky or messy. Hospital nurses say it's a pleasure to smooth on baby—after his bath or at diaper changes.

Doesn't this sound like a new day dawning for you and your baby? For both your sakes, get a bottle of Johnson's Baby Lotion today!



Made by the makers of
Johnson's Baby Powder

Johnson's
Baby Lotion
ANTISEPTIC
50¢ Johnson & Johnson
NEW BRUNSWICK, N.J. CHICAGO, ILL.

LIFE'S REPORTS CONTINUED

It was comparatively easy once you were inside to get out again. "To get in here," one of the sergeants at the gate commented one day, "you have to have a pass from God and someone has to verify the signature."

Time seemed to hang rather heavily on the hands of most of the inmates, a fairly commonplace fact, I suppose, about life in jail. Very few did any reading and only a small group played cards. Most of the time they spent walking up and down the veranda, singly or in pairs, and looking at the view. That consisted of a few square yards of well-clipped grass, an empty fountain pool with a very dehydrated mermaid painted on the bottom attended by a couple of equally desiccated fish and two or three flower beds edged with geraniums and barbed wire. This uninspiring promenade was made considerably less attractive by the curious behavior of Julius Streicher. Streicher was reportedly suffering from the occupational disease of a professional Nazi. He would walk normally with the rest for an hour or so and then without warning he would turn to the railing, stiffen to attention and throw out his arm in a Nazi salute. For the moment, by local diagnosis, Julius was at a *Parteitag* in the days of his glory and an SS battalion was stomping by. The battalion would pass and Streicher would relax and continue his walk. Then with no apparent warning another would come along. The performance seemed to make his fellow strollers a bit uneasy.

The jail was under the command of Colonel Burton C. Andrus and it is hard to imagine that the Army could have found a better man for the job. Colonel Andrus is a dark-haired, bespectacled and rather unobtrusive officer who is just finishing his 28th year in the regular Army. He had no feeling whatever of professional rapport with the German officers; he disliked them just as much as the politicians. In fact Colonel Andrus was somewhat allergic to all of his charges.

Discipline at Mondorf was strict and uncomfortable. All the American officers treated the Germans with a kind of distant and polite distaste. The hotel rooms had been stripped of all their regular furniture and each was re-equipped with a folding GI cot, a blanket and a plain table. Because he was bedridden, Göring had been granted the temporary privilege of a mattress. A GI cot is

"Here's Something
I bet you
didn't know!"



"I just found out myself that there's a Wunderhose stocking for every gal in the family, from mother to teen-age sister to the youngsters!"

"Imagine, smooth-finish Wunderhose,

just like mine, especially shaped to fit

the teen-ager's slim legs. Now my young daughter can get perfect fit and longer wear, too.

"Wunderhose also comes in those bright-colored bobby socks my youngest adores. Sure, we all own a few pairs, because Wunderhose anklets come in sizes to fit me as well as the younger girls—even baby sister.

"It's certainly a relief to know I can buy good hosiery for myself and the girls, just by saying 'Wunderhose, please.' Saves time, effort, money!"



First ceremony of the Ojibwa maple sugar festival was the mixing of new maple sugar with some from the season before.

Maple sugar flavor
that's true and uniform

The Indians first discovered maple sugar. They realized the value of having a uniformly delicious flavor. But they didn't know the right way to get it!

Long experience has taught us to select maple sugar with a good, full flavor; then blend it with cane and other sugars. This enhances the maple flavor—makes it richer. You get that same delicious *real maple sugar flavor* in every bottle of Vermont Maid Syrup. At your grocer's.

Penick & Ford, Ltd., Inc.,
Burlington, Vermont.



Vermont Maid
Syrup

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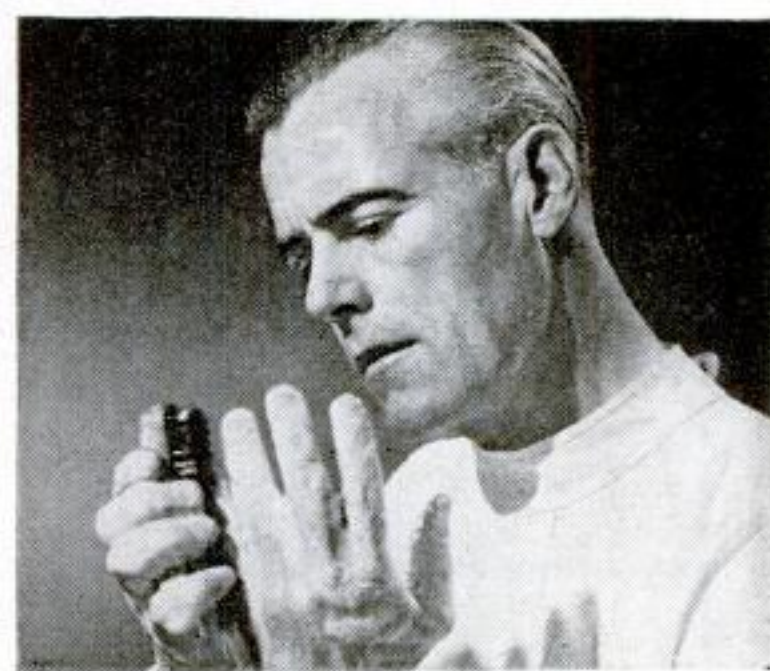
"The Touches of her Hands, and the Delight"

—James Whitcomb Riley



We'll bet the lady never
"touched" household
Drudgery!

Housework can make your hands look like anything but a poet's dream. Rough, red, older-looking than *you* are. Not "forever," though! Use Pacquins Hand Cream twice daily to help give your hands a young-skin look... soft to the touch!



Ask your Doctor or
his Nurse about...

...how they keep their hands in good condition in spite of 30 to 40 washings a day. Harder on hands than housework! Pacquins Hand Cream was originally formulated for their professional use. Here's the secret—it's *super-rich* in what doctors call "humectant"—an ingredient that helps keep skin feeling soft, smooth, supple!

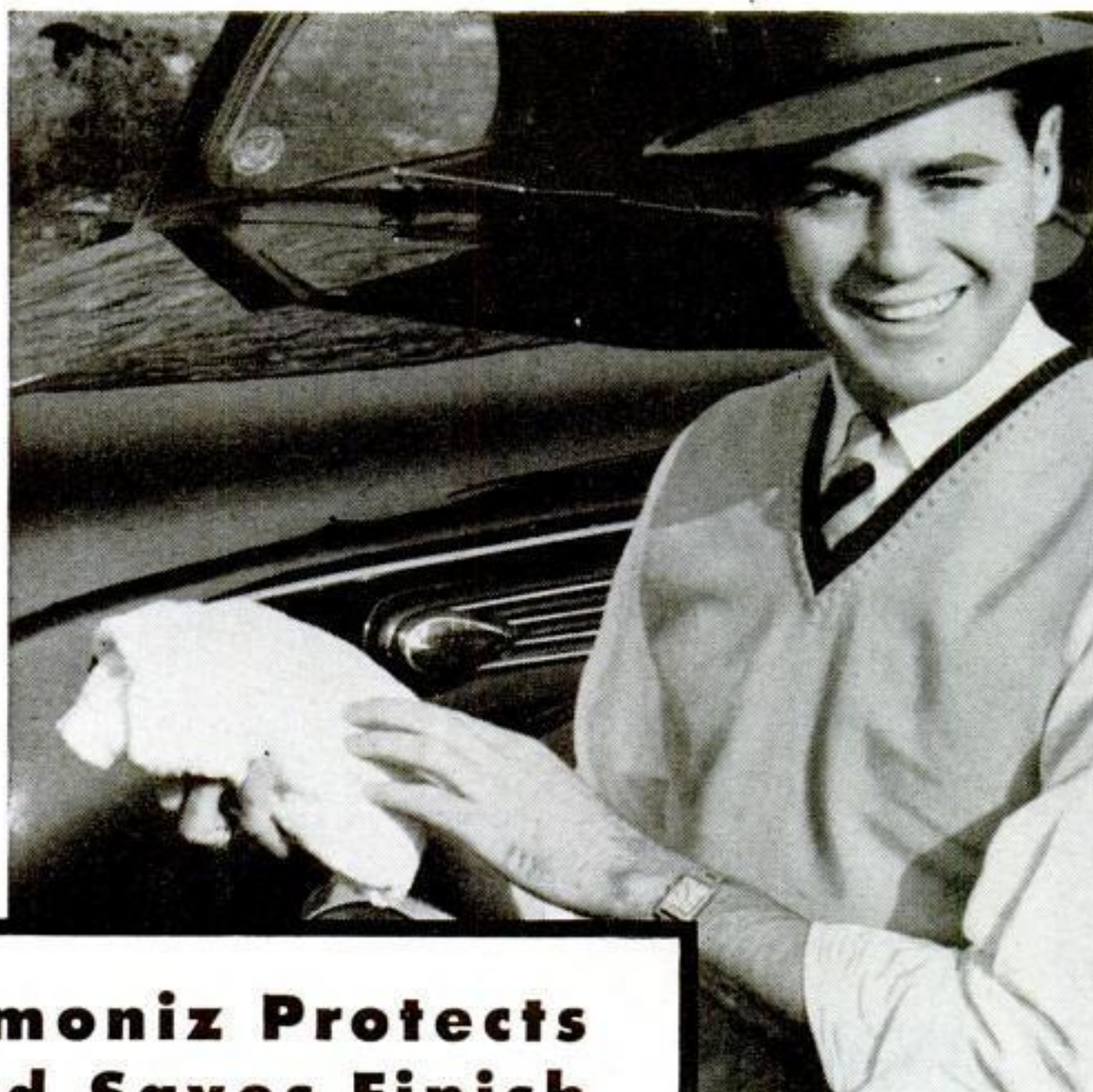


CREAMY-SMOOTH...not sticky...not greasy.
And *effective*. More hands use Pacquins
than any other hand cream in the world!

Pacquins HAND CREAM
AT ANY DRUG, DEPARTMENT, OR TEN-CENT STORE

Simoniz a NEW CAR?

...Yes, from the Start!



Simoniz Protects and Saves Finish

Simoniz your car... and it'll always sparkle like new. And the sooner... the better! For Simoniz not only protects the finish from destructive elements but saves a lot of work, too. A Simonized car is easy to keep clean and bright. It seldom needs washing because dust and dirt wipe off easily. You'll get more pleasure and pride driving that thrilling new car... or even the old one... if it's Simonized! Get Simoniz and Simoniz Kleener at grocery, hardware, drug, paint, department, auto accessory stores, service stations and garages.

THE SIMONIZ COMPANY, CHICAGO 16, ILL.



MOTORISTS WISE
SIMONIZ
HOUSEWIVES DO LIKEWISE

LIFE'S REPORTS CONTINUED

only a couple of feet wide and the mattress drooped over the edges of the cot. Hermann, in turn, seemed to droop over the edges of the mattress. All the glass had been taken out of the windows of the hotel on the theory that it might be useful in a suicide attempt and had been replaced with the kind of translucent screen that is used for the windows of chicken coops. All other possible suicide weapons such as razors, neckties and shoelaces had been removed.

As might be expected, the prisoners were not a very engaging group of people, but the cumulative effect of seeing them at close range was not so much anger or dislike as a kind of disgusted weariness with the whole crew. I began to think of the war-criminal trials more and more as a kind of sanitary measure. The generals and admirals had managed to retain a slight dignity but the politicians didn't even have that. Ribbentrop one remembered from the newsreels as a spruce, arrogant exhibitionist. He had become a little, slightly stoop-shouldered man with an ash-gray complexion and eyes like the Duke of Windsor's. He was still wearing the gray flannel suit which he had on when he was arrested. It was now limp, seedy and not very clean. Some of the local house rules also had a bad effect on his appearance. The German barber could only get around to the prisoners every other day so Ribbentrop, like the rest, had a marked 5-o'clock shadow. The rule against neckties gave him the collar-band-and-button appearance of someone you get out of bed in the middle of the night. He left me with the impression of a furtive and not very intelligent shyster and that, I suppose, is what he always was.

The most unwholesome-looking specimen was Ley. From all accounts the squat little doctor had been on a bat for four or five years prior to his capture and he looked it. He was in his pajamas when he was taken and the boys didn't give him time to dress, but subsequently he had been decked out in a field jacket and a pair of khaki trousers. The colonel who was with me said he looked like a Bowery bum who had got into an induction center while on a toot. Possibly because I couldn't remember ever having seen a Bowery bum, my reaction to Ley was definitely one of nostalgia. It was several hours before I discovered why. When I was a boy in Canada we



HAIRWAYS

We're grateful to Christopher Columbus for discovering America, though we don't care for his hairway. The modern way for men today is the "JERIS-WAY." To have easy to comb, well-groomed hair, kept free from loose dandruff, massage your scalp daily with

JERIS
HAIR TONIC
corrects loose dandruff

AT DRUG COUNTERS AND BARBER SHOPS

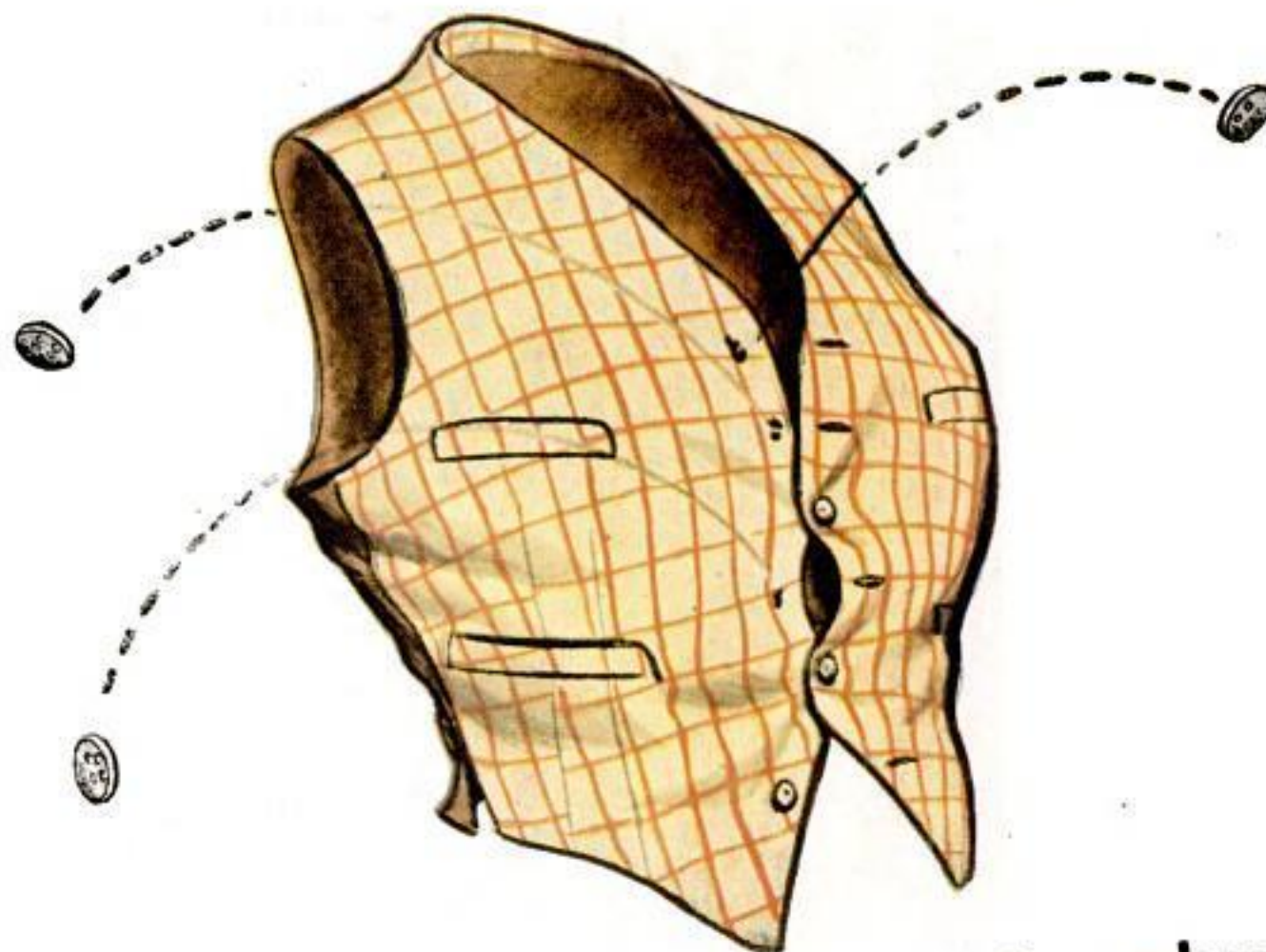


**Gantner
WIKIES**

Samoan Shell... Gantner's unusually famous water-repellent WIKIES in authentic South Pacific print! Shirred waist, de luxe supporter. At top stores everywhere. Gantner & Mattern Co., San Francisco, Chicago, New York.



CONTINUED ON PAGE 23



WARNING!

Here's what's going to happen...to your best vest...
when you slip behind the wheel of your beautiful new **CHRYSLER**



Shh! There will be big surprises. A real new sleekness and beauty in car styling. What's more, the greatest driving improvement in 30 years, *gýrol Fluid Drive* . . . brings the safest, easiest driving you've ever known. And the engine will be 5 years improved . . . with Superfinished parts . . . to make it the smoothest car you've ever driven!

WHO IS THIS, ANYWAY? →

Chick Johnson, of course, from the famous musical comedy team, Olsen and Johnson.

Chrysler

DIVISION OF THE CHRYSLER CORPORATION



Listen to the Music of Andre Kostelanetz "The Music Millions Love," Thursdays, CBS, 9 P.M., E.W.T.

Pard made a pard of my dog..



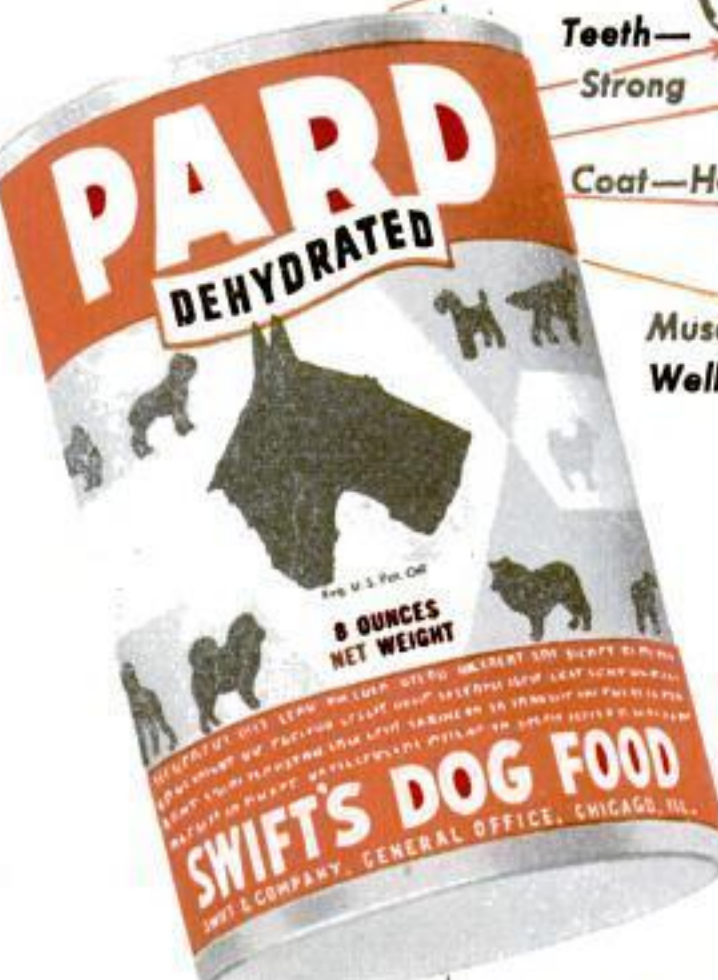
Meat Proteins Are the Natural Food for Your Dog. The Meat Proteins in Pard Are Higher in Nutritional Value Than Those in Any Other Type of Dog Food!

● There's no surer way to make a happy companion of your dog, and keep him in top condition, than by making sure his diet is right. And there's no better prepared food for this purpose than Pard. For Pard provides meat proteins *higher* in nutritional value than those in *any other type of dog food on the market*, plus essential vitamins and minerals—nutritionally correct, as proved by actual feeding to generation after generation of dogs.

What's more, your dog is assured *full strength nutrition* due to Swift & Company's discovery of low-temperature dehydration for dog food. This exclusive process (patent pending) adequately retains the high quality of Pard's food elements. So, all the types of nourishment that dogs are known to need are scientifically balanced and retained in Pard . . . and *no additional meat is ever needed*.

Feed your dog Pard for just 10 days. Before long you will notice the eagerness and appetite he displays. See the brightness of his eyes, and note his strength, stamina and pep—his *overall* happiness. Ask your dealer for Pard. It's the "square meal" for your dog!

PARD'S BALANCED NUTRITION BUILDS HEALTH AT EVERY VITAL POINT . . .



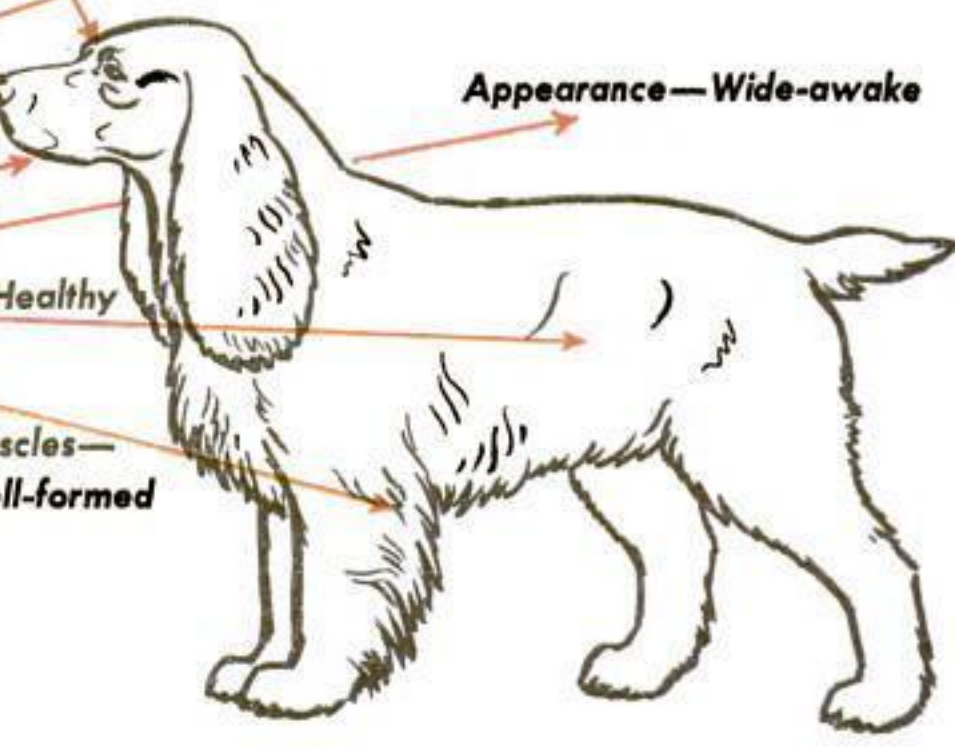
Eyes—Intelligent

Teeth—Strong

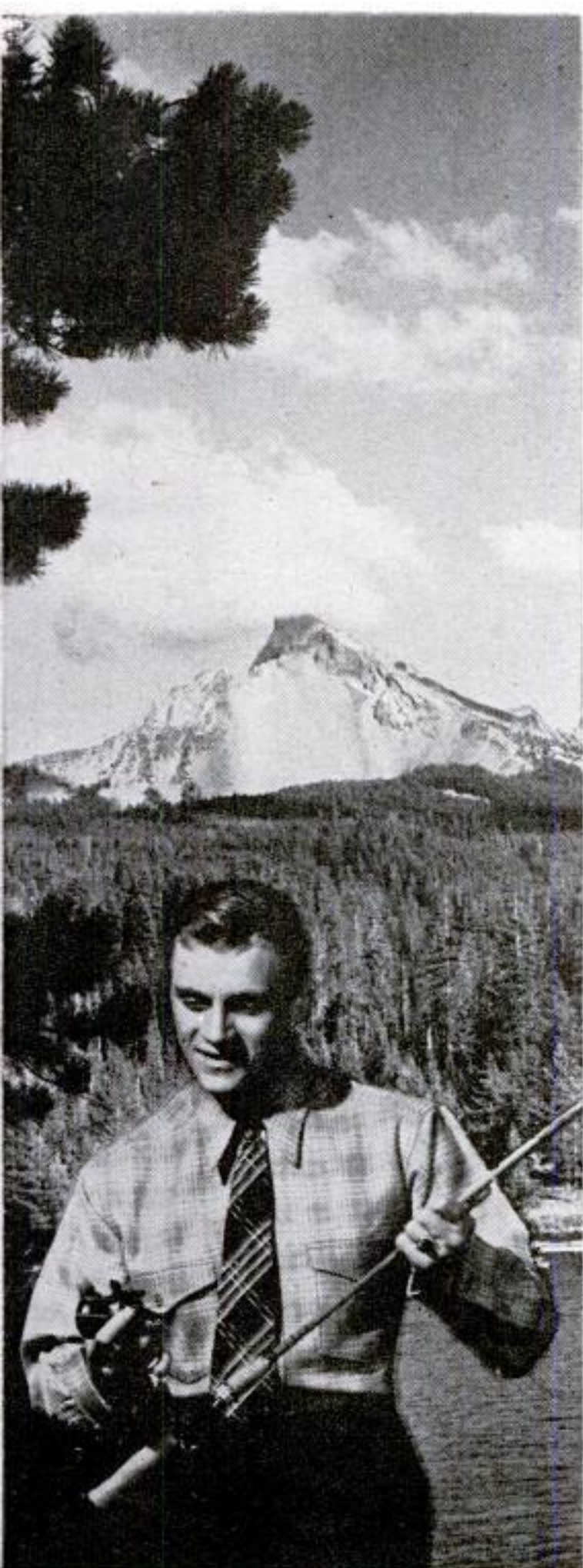
Coat—Healthy

Muscles—Well-formed

Appearance—Wide-awake



Proof of Pard's Full-strength Nutrition! In successive generations of dogs fed Pard exclusively (9 on Canned Pard, 3 on Pard Dehydrated) not one dietary illness ever appeared. Robust health always!



DIAMOND LAKE IN SOUTHERN OREGON



Pendleton Shirts were first made in the West for men of the West—for rugged wear in the mountains and on the range. From Western virgin wool we spin, dye and weave our own rich sturdy fabrics. We tailor them for action and freedom. No finer wool shirts are made in all the nation. They are all too scarce now but there are brighter days ahead—keep on asking for Pendleton Virgin Wool Shirts.

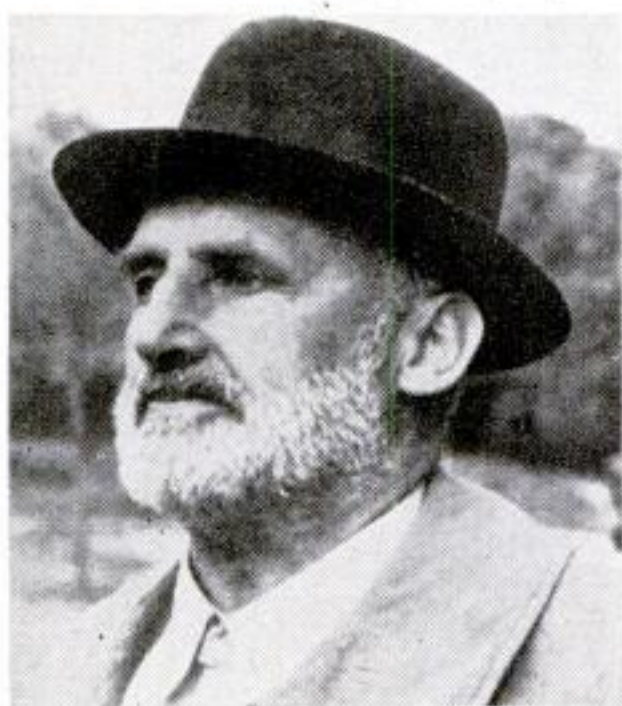
Shirts by
Pendleton
FAMED FOR
Fine Woolens

PENDLETON WOOLEN MILLS, PORTLAND 4, OREGON

LIFE'S REPORTS CONTINUED

weren't allowed to have guns and the only wild life one could hunt without a gun was ground hogs. Ley, I eventually realized, looked extraordinarily like a frightened ground hog, though our ground hogs in Ontario didn't have the blowsy-eyed squint that comes from a permanent hangover.

The generals looked a little better. German generals are probably the only people from real life anywhere in the world that Hollywood might want to tone down a bit so as not to appear to be overdoing it. And a little of their transcendent grandeur survived even in jail. Their uniforms don't call for shirts and they wear boots instead of shoes so the confiscation of neckties and shoelaces didn't leave them looking half-dressed. They still had on their throat-choker blouses with the red and gold doodads on the collars and the general staff officers still wore the trousers



JULIUS STREICHER IS STIR-CRAZY

with the wide red stripe down the side. And they still walked, stood and sat as though they had had their basic training in an iron lung. However, even the generals had deteriorated some. For one thing their ribbons, decorations and insignia of rank had been peeled off, leaving unfaded blotches and holes on their tunics. The closer you got to the generals the more their uniforms looked like the ones you rent for an amateur theatrical.

The general who had deteriorated most was Keitel. At his best he must have been a rather handsome man. Without his uniform he could have passed in the U.S. as a solid though not very brilliant vice president of a small-town bank. At Mondorf he was suffering from a sore neck and therefore wore his uniform unbuttoned at the collar, with a handkerchief around his throat. In some curious way he gave the impression of a general who had gone to work. General Jodl, a thin, sharp-featured man with a bloodless complexion, looked better but he was in exceeding-

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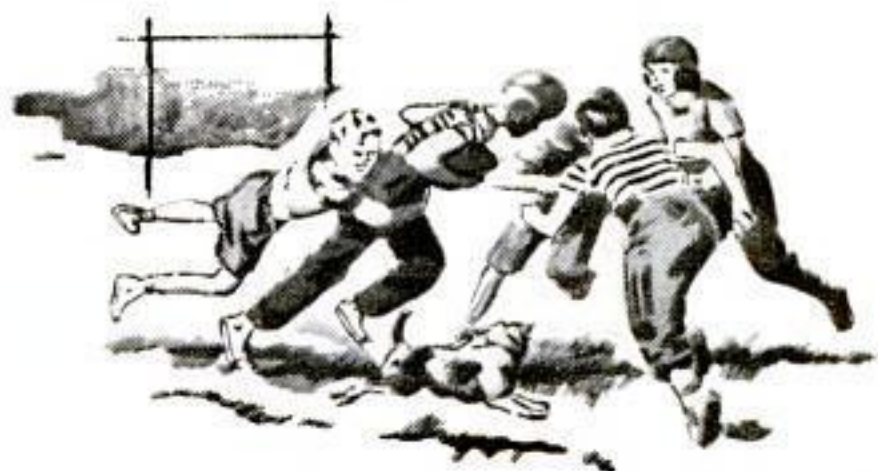


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LIFE'S REPORTS CONTINUED

ly poor spirits. At Flensburg after the surrender he had commented bitterly, "Formerly when we lost a war we laid down our swords, traded you a province and were friends. Now you seek to destroy us." Mondorf had only served to convince the general that his opponents were not gentlemen. The man who appeared to be doing best in captivity was Kesselring. Before he took over in the Mediterranean he had been a Luftwaffe officer—he commanded one of the Luftwaffe divisions in the Battle of Britain—and his air-force uniform, since it was less magnificent than a general staff officer's, didn't look quite so silly. A coarse, red-faced, rugged-looking man, he seemed to accept a term in jail as a normal episode in his career.

This war has been exceptionally hard on German generals, the first, I suppose, in which they have ever really



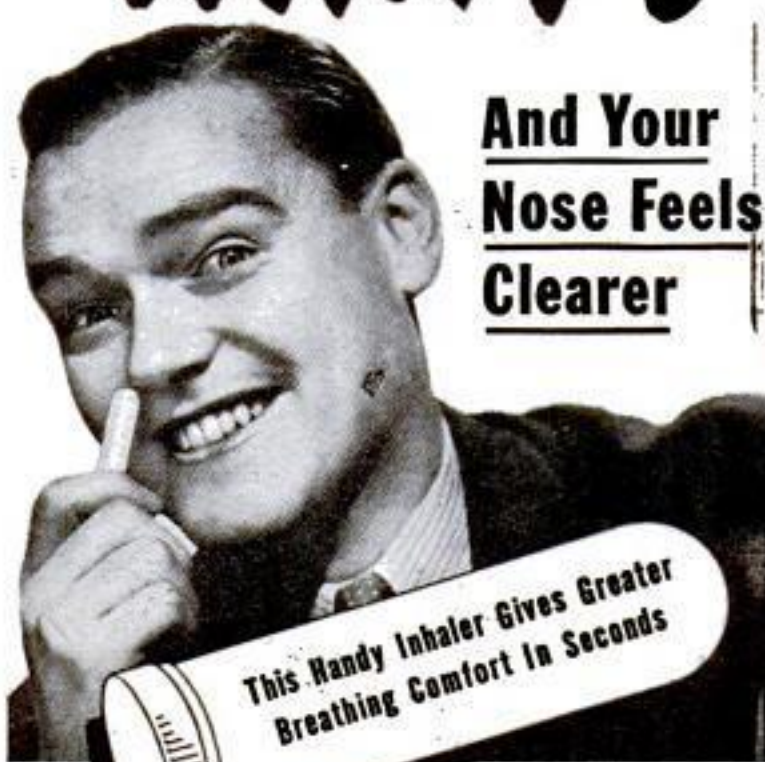
DOCTOR LEY LOOKS WORST OF ALL

suffered. American and British planes had a very successful program of attacking command posts from D-day on and succeeded in making them almost as unpleasant as the front line. A number of generals had the even more unpleasant experience of being shot, hanged or garroted by their own government. But most of those at Mondorf seemed to feel that peace was their major misfortune. Instead of being honorable foemen, as they expected, they were on trial as presumed criminals for having planned and executed a murderous war.

At the end of a week I flew back to Frankfurt with a young second lieutenant who had had a chance to look over the guests at Mondorf. His first impressions seemed to me to be eminently sound. "Who'd have thought," he mused as he piloted our C-64 down the Moselle, "that we were fighting this war against a bunch of jerks."

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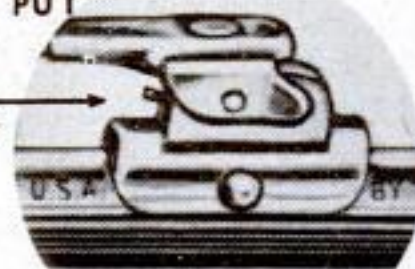
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With an extreme hearing loss he struggled to get along. He learned to read lips and to avoid situations where his handicap might embarrass him. He dreaded meetings, avoided strangers. His life was shrinking about him.



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use a hearing aid before



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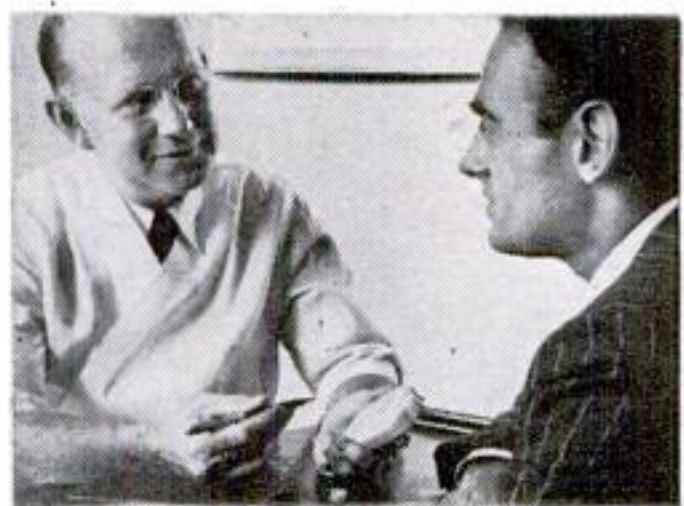


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LIFE'S COVER

The football player on LIFE's cover is Paul Sarringhaus, halfback on Ohio State's team (see pp. 131-135). A tough, chunky athlete, Paul is 5 feet 10 inches tall, weighs 185 pounds, has big, capable hands. Back from the Army, where he served for two years, he is completing his education under the terms of the GI Bill of Rights. He earns additional money by carrying large sides of beef in a meat-packing plant, which helps keep him in top condition for football games.

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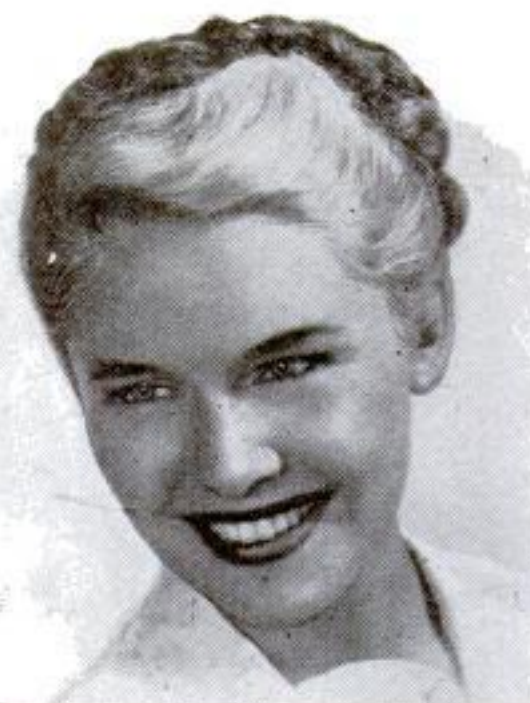
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that's why I'm going
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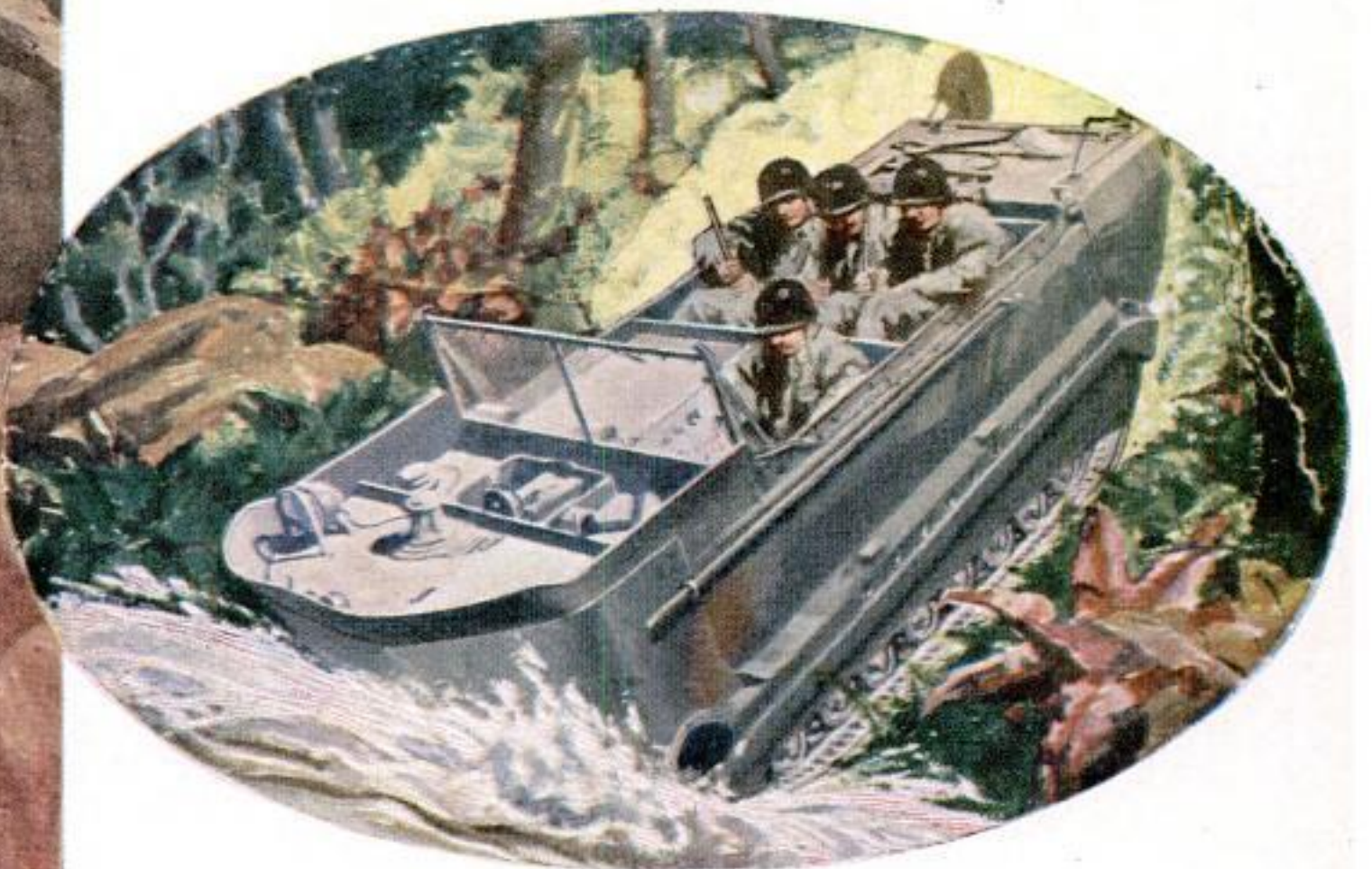
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LIFE'S PICTURES

Although Nina Leen has been taking other people's pictures for five years, she had never posed for her own portrait except to test flash bulbs. But when she was on the West Coast photographing the California Way of Life (pp. 105-117), she dropped into Paramount Studios and sat for "Whitey" Schaefer, Paramount's chief still photographer. This picture shows the last-minute touches being applied to her lips by Make-up Artist Wally Westmore. This was Nina's first trip to California.

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GEORGE GRAY, THE MANAGER OF THE AMERICAN LEGION FAIR AT CARUTHERSVILLE, REACHES UP TO SHAKE HANDS WITH THE PRESIDENT IN THE JUDGES' STAND

HARRY TRUMAN TAKES A TRIP

Harry Truman was still having a whale of a time being President of the U.S. He had the rare ability of meeting and solving his important problems with little fuss and fury, then turning enthusiastically to something else. His antidotes for trouble were homespun: a handshake, a drink of bourbon, a few laughs and a get-together in a spirit of common sense around a fraternal table.

Last week he returned from the kind of trip he likes best—a quick jaunt to the rural Midwest in the congenial company of a few old pals. His excuses for the trip were attendance at a carnival in Caruthers-

ville, Mo. which he has not missed in 12 years and dedication of a TVA dam at Gilbertsville, Ky. Everywhere he radiated cheerfulness and vigor. He had a wonderful time seeing everybody and being seen by everybody. Traveling by plane and fast automobile, he visited five states, had time for two days of poker at Reelfoot Lake, Tenn. where he supposedly went for fishing. Once he spent ten minutes talking with a reporter about how he could get a birth certificate, admitted to him that he had none himself. Perhaps the only man disappointed in him was the mayor of Caruthersville, Bill Byrd, who is also president

of the Men's Bible Class at the Methodist Church. On Sunday the President had promised to attend the class. But, says Mr. Byrd, "he just waved at us as he passed on the way back from the Baptists."

On his trip the President was not unaware of pressing problems. At Reelfoot Lake he told the world that the U. S. would not share the atom bomb secret with any other nation. While dedicating the TVA dam at Gilbertsville he remarked that U.S. strikes were not serious, that they were just a reaction to the letdown after war. Before ending his merry journey he advised, "Now let's all go home and go to work."



Pictures of the President were taken by everybody at the carnival. Here Doris Rinet, a school-teacher from Glenwood, Minn. who is part of a balancing act, snaps him. Truman conscientiously

posed with local politicians. He said southeast Missouri has "an airtight Democratic organization." Then he grinned, "If they can't get the votes here, they go over into Arkansas."



TRUMAN CARRIES A THREE-FOOT SWEET POTATO UP TO JUDGES' STAND

PRESIDENT HAS A WONDERFUL TIME AT A CARNIVAL IN CARUTHERSVILLE

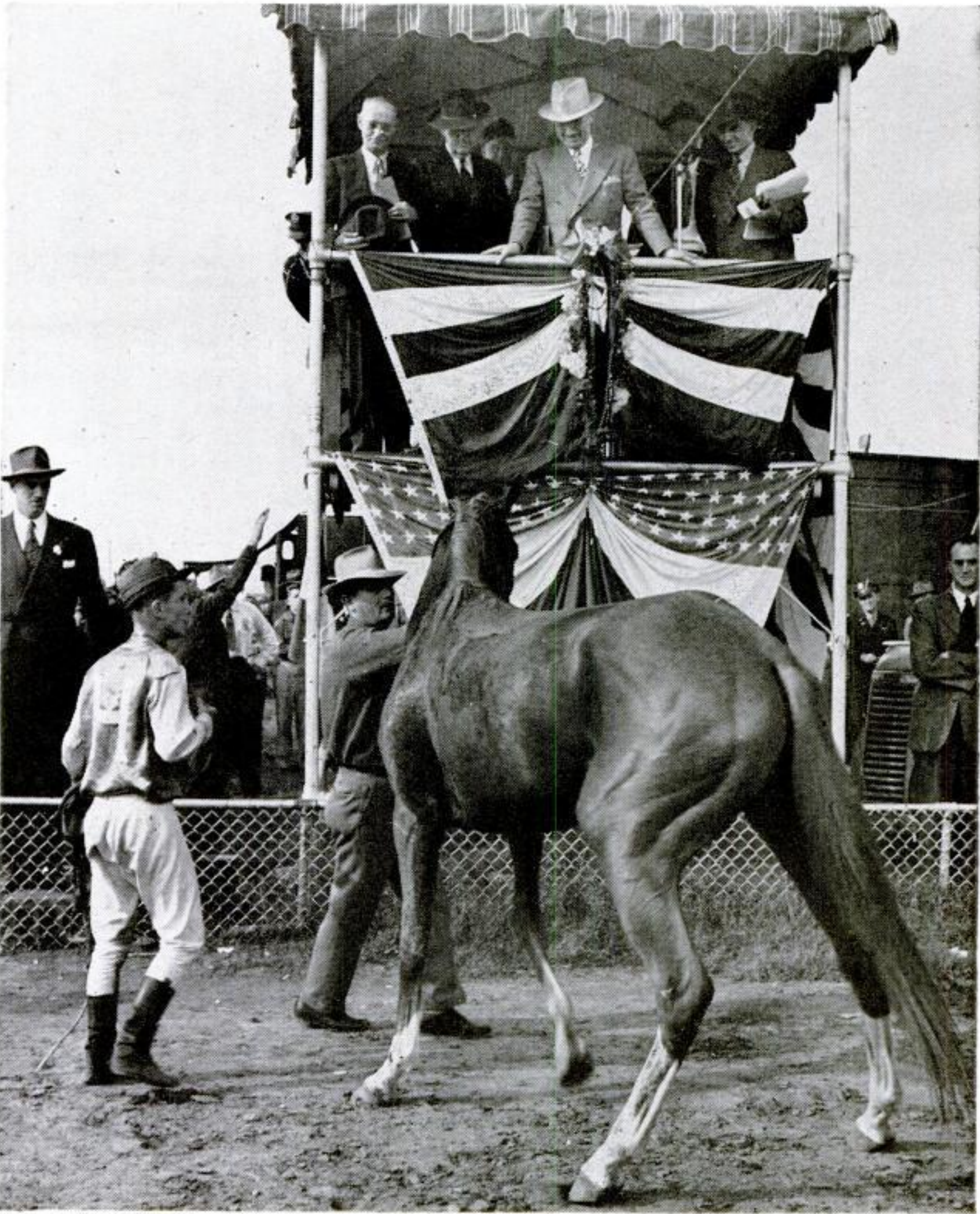
Along with race horses, chorus girls, snake women and a Ferris wheel, President Truman was a leading attraction Oct. 7 at the American Legion fair in Caruthersville. He sat in the judges' stand, watched the running of the President Truman Derby (purse \$250) and made a ten-minute speech. Caruthersville took Truman's presence calmly enough. When he arrived, the boys playing pool at the Majestic Billiards did not even look up from their game. His meals were provided by the churches. The Methodists gave the Saturday-night dinner, the Presbyterians, the Sunday lunch and the Baptists, the Sunday supper. At the Methodists' party Truman played Paderewski's *Minuet* on an out-of-tune piano, cracked that "when Stalin heard me play this he signed the protocol of Potsdam." When a salesman named Petty of the Belknap Hardware Co. shook hands with him and asked how he was, Truman answered, "There's nothing wrong with me that a little whisky wouldn't cure." Then he added, "If they'll let me have it."



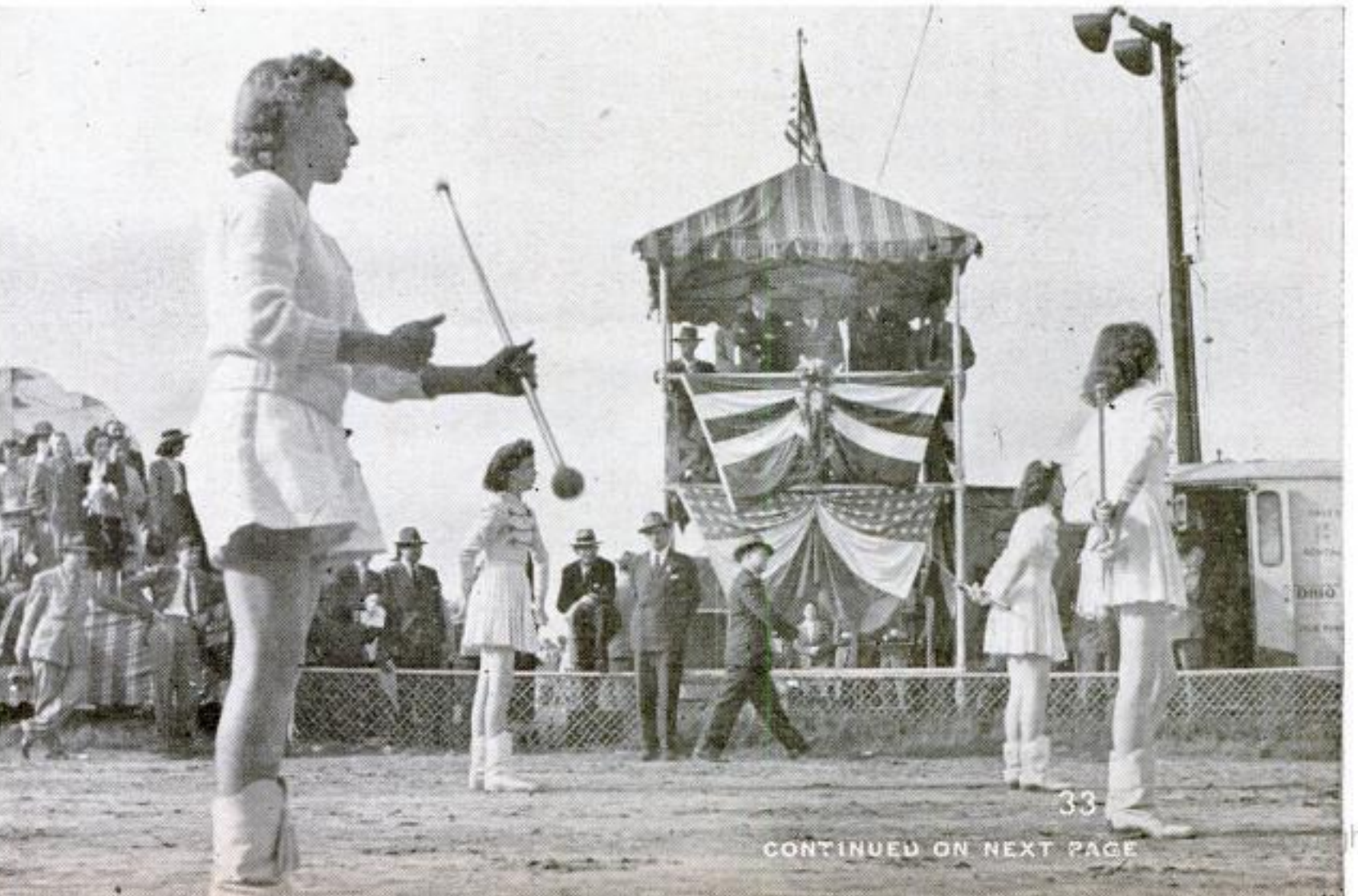
Truman drinks pop while sitting in judges' stand. Minor Caruthersville crisis occurred when it was discovered no hotel room had been reserved for the governor of Missouri.



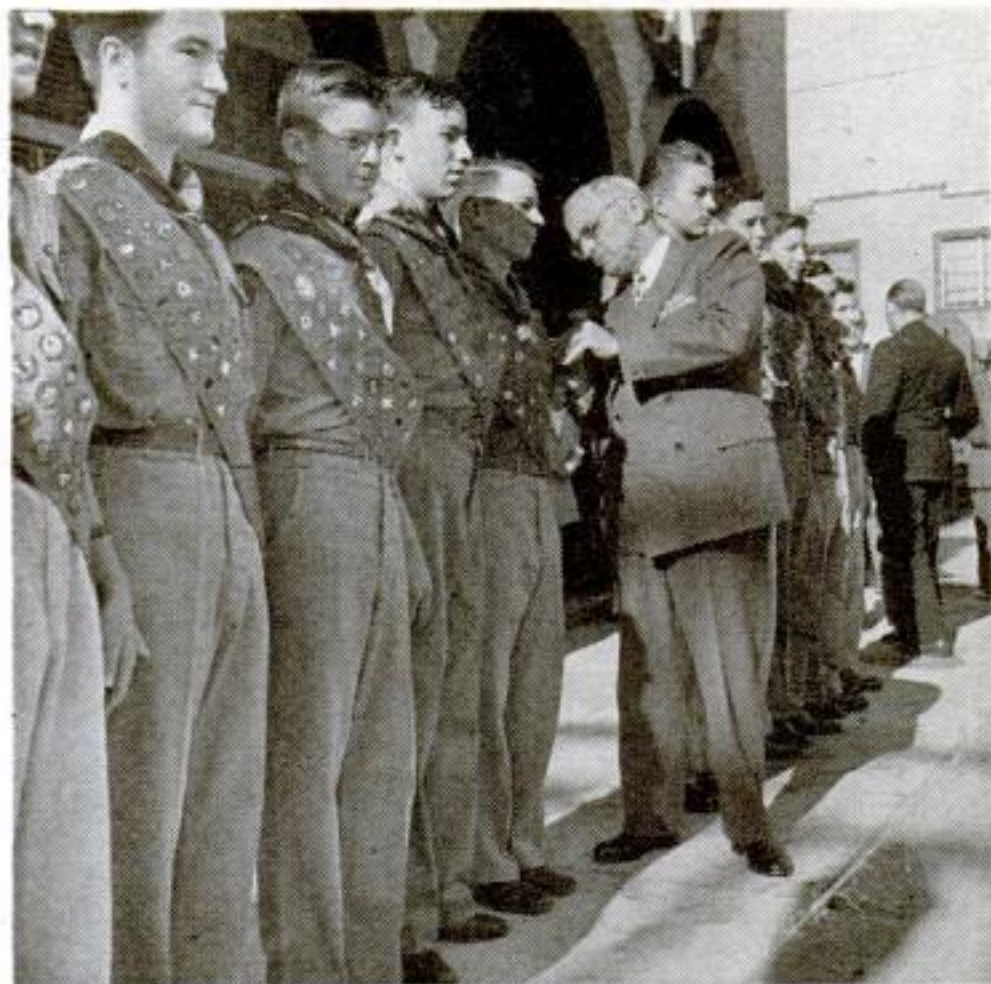
Girls in an aerial act entertain President, who claps for them. Entertainment was typical of such carnivals, included a midget who acted as master of ceremonies, told corny, off-color jokes.



Winner of the President Truman Derby, a horse named Fort Knox, is presented to Truman. Truman then gave the jockey a silver cup. Below: drum majorettes toss batons for the President.



Truman Takes a Trip CONTINUED



Inspecting Boy Scouts at Caruthersville, the President pins an Eagle Scout badge on the shirt of 14-year-old Bobby Joplun.



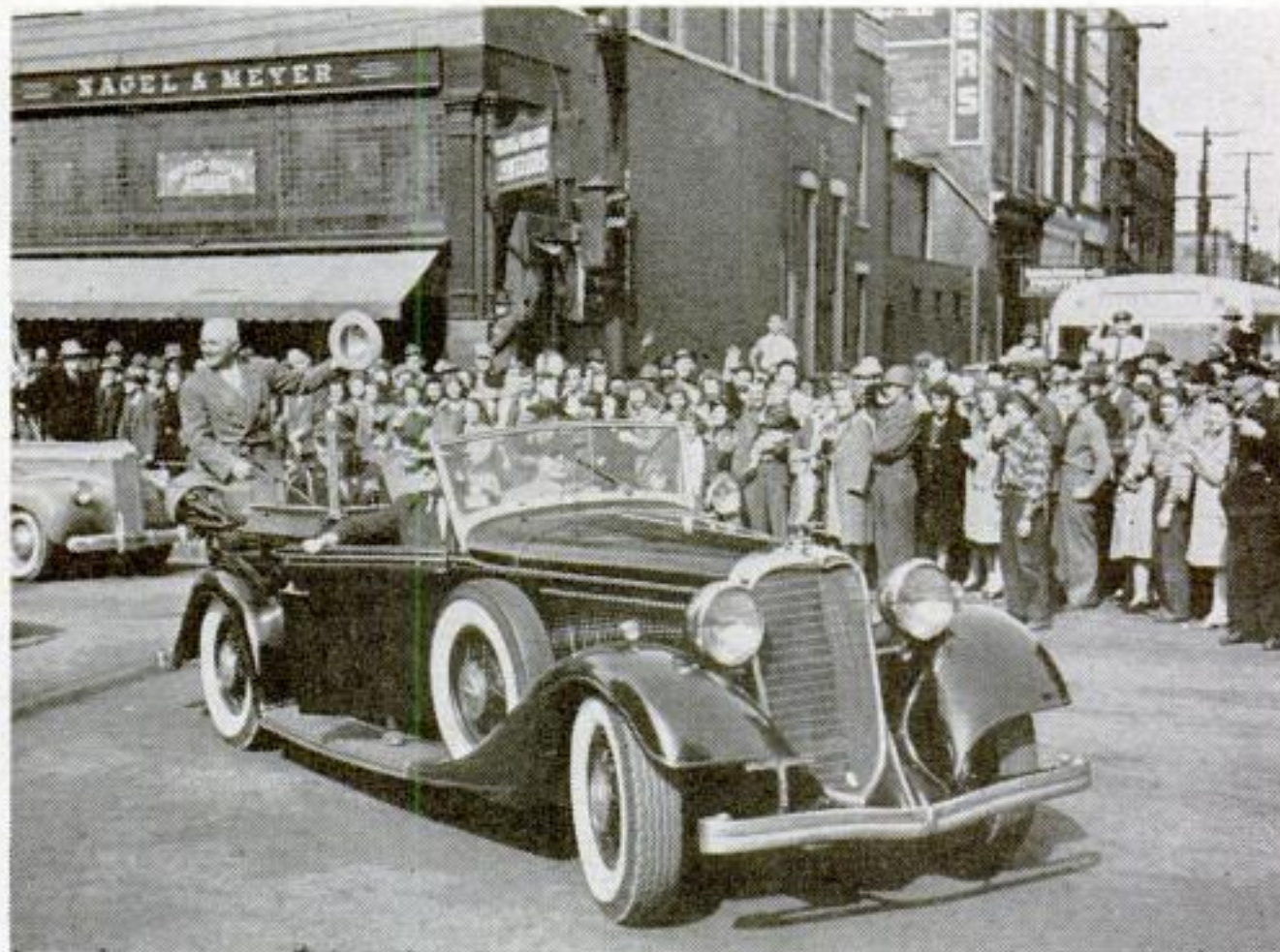
At dinner given by the Methodists Truman jokes with Reconversion Boss John Snyder, who was with him most of the trip.



Truman rings bell on American Legion "Forty and Eight" mock locomotive brought to Caruthersville from Jonesboro.



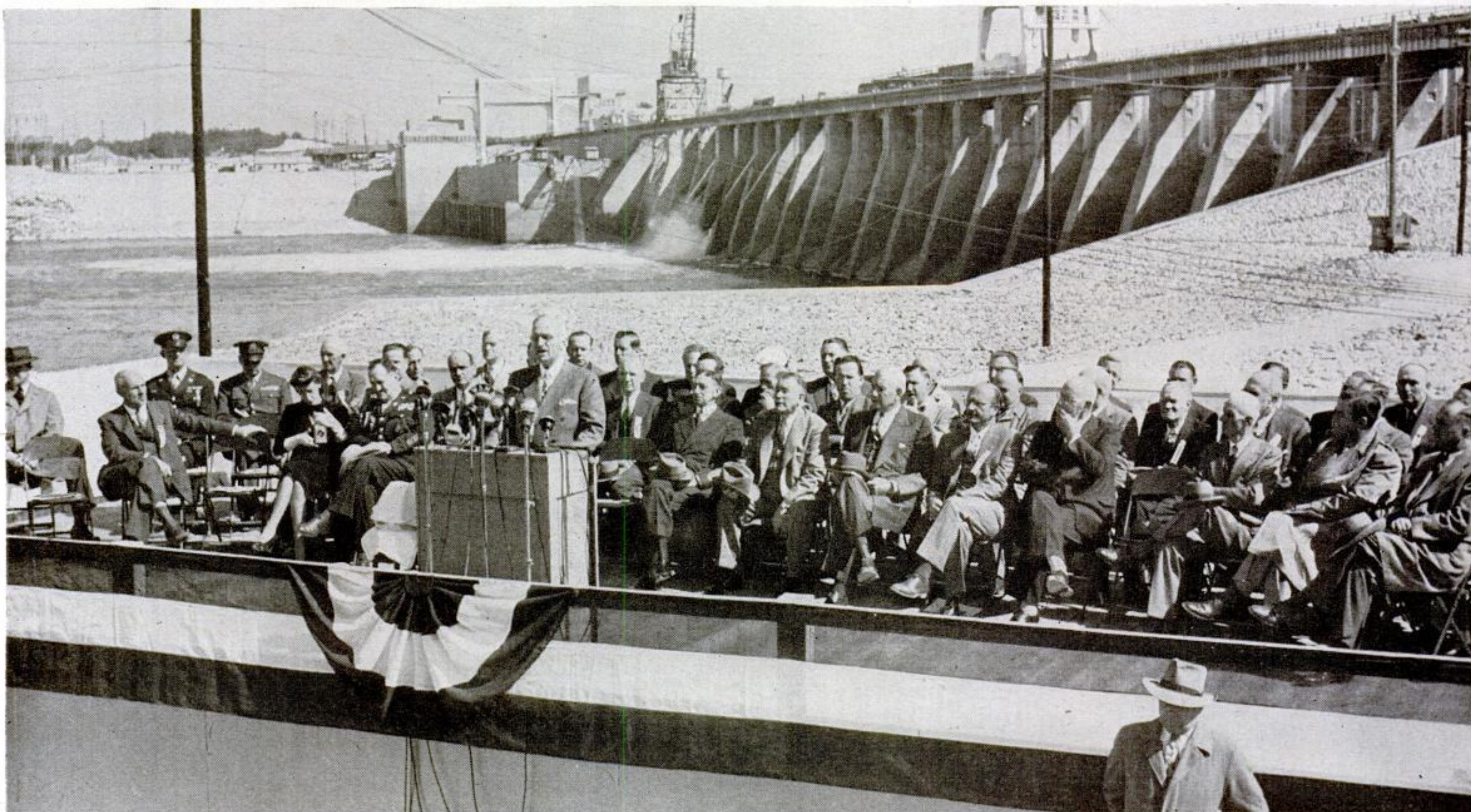
A wishbone is presented to President. He compares it with a lucky jade piece which he carries with him.



Through streets of Paducah, Ky. on way to the dedication of the Kentucky Dam, Truman rides on the back seat of an open car as if he were on a campaign trip.



Mike Moffatt, 2, gets a greeting. Said Truman of a little girl, "I like to flirt with this kind. It's safer."



With the new Kentucky Dam as a backdrop, President Truman says local or federal control over such projects as TVA is a matter for the people to decide. The Kentucky Dam creates the

16th and last reservoir in the TVA system. After spending a day in the sunshine the President declared, "If we have weather like this . . . in Tennessee, I'll never have to go to California."



Harry Truman slept here in this bed in room No. 45 of Caruthersville's Majestic Hotel, operated by Mrs. Goldie Fisher. For 11 of 12 years he has come to the fair he has had same room. It

opens on roof of the Top Hat Cafe and this year armed guards paced the roof all night. Truman went to bed without removing imitation George Washington bedspread which cost \$50.

THE RACE HORSE

HE MAY TAKE OUR MONEY AWAY FROM US BUT HE NEED NOT MAKE US HYPOCRITES, TOO

A country that has just won a war without the use of a single mounted regiment stands in danger of making a hero, or at least a fetish, of the horse. Not baseball, but horse racing, is the hottest sport in America today. Belmont Park drew more paid visitors on the day of the Lawrence Realization Stakes last month than this year's average World Series game attendance, and Belmont is just one of 62 tracks. The crowds who go to see the ponies are growing almost too fast for the tote machines to handle. They bet \$1,126,000,000 in 1944 and will have bet more than that this year, despite the fact that there was no racing from January to May. There has been nothing like it since the 1929 Wall Street boom.

It is also as unstable as that boom. At the risk of being called a spoilsport we feel duty bound to point out the hazards in this febrile situation before it is too late.

What Sport?

To begin with, it is obvious that horseracing is not a sport at all, either in the calisthenic or the spectatorial sense. "The turf" was well defined seven years ago by Paul Gallico as a collection of "eager, greedy people, all swept together by the common fever engendered by trying to obtain something for nothing." It is true that their pulses sometimes pound in time to the hoofbeats; if that is "sport" so is jumping up and down on one leg in a doctor's office. It is true that a certain amount of fresh air can be absorbed at a horse park, but the increasing numbers who attend the races by telephone or at a bookie's drop do not absorb it. All true "spectator sports" allow the spectator some mental or emotional participation. He knows the rules, foresees a long pass or a double play, identifies his own sagging wits and muscles with some nimbler hero's. But who identifies himself with a running horse? Or even with a jockey? Probably only other jockeys. For the vast majority of track fans it is not one's self that runs or rides; it is one's \$2.

A little reflection will show how serious a difference this is. Horsy people—the breeders, trainers, stewards, millionaire owners and such who control the racing industry—are aware of it almost to the point of alarm. They rightly regard these hordes of bet-waving newcomers as an intrusion, boding ill for their harmless if rather daffy hobby. For a lot of money is involved, so much that this ancient sport of kings and bums is trying to adapt itself to the great mass of middle-class, married church members of both sexes who, according to one survey, now constitute the average visitor to the track.

These efforts at adaptation, while energetic, have been marred by the giggling fits which overtake all horse lovers when they are asked to defend their hobby on grounds of logic or utility. Theoretically, the only reason for a horse race is as a test of "speed and stamina," attributes in a horse which were useful to man in the days when the horse was a real factor in daily life. The correct name of the club that runs the Saratoga

track is the "Saratoga Association for the Improvement of the Breed of Horses," and every track still pretends, with fluctuating seriousness, that this purpose governs all. The fact is, of course, that the American thoroughbred has not been improved in any visible way for a hundred years, and that the race is now the reason for the horse, instead of vice versa.

Kidded out of the breed-improving argument, the industry points to 881 beautiful U.S. horse farms, their acreage thrice as great as Rhode Island's, which gladly grew so much hemp for the war effort and are so good for real-estate values in peace. There is also the employment argument; indeed, few industries support so variegated a cast of characters, from the jockey's valet who gets a \$50 tip after a good meet to the Pinkertons on whom Belmont spends more than \$2,000 a day. Although a few professional dopers and ringers were made idle by recent track reforms, the march of technology offset this disemployment with new jobs, such as saliva-testing and indexing the profiles and markings by which 5,000 new horses per year can be readily identified at any track.

Cutting In the Government

But why bother to argue? The legal status of horse racing has been put beyond argument by cutting government in on the take. Nineteen states, having legalized pari-mutuel machines, now depend on tax revenue from this source to the extent of some \$60,000,000 a year. State racing commissions are just as horse-crazy as the rest of the industry, sharing its schizophrenia and lingo. Last year, for example, in opposing a legislative move to legalize off-track betting, the commissions voiced the pious fear that this might "eventually subordinate the breeding, owning and racing of thoroughbreds" to mere gambling.

There is a matter of public morals involved here not unlike that in Prohibition. Government lotteries are a well-recognized form of taxation, common throughout the Latin-American world. In the U.S. they have generally been considered bad policy. Yet 19 state governments, in the hypocritical American way, are now accepting the easy tax money in public lotteries without admitting that their standards of fiscal morality have changed at all. They must pretend that horses attract a special, healthy kind of gambling, that the public is really more interested in the sport than in the dough.

The horse industry, to its credit, is at least trying to make this pseudointerest real. It has launched a big publicity campaign. Thrilling races of the past are re-enacted on the radio. Beery maxims of the track are re-circulated ("On the turf as under the turf all men are equal"). It is hoped that every horse player will come to know a pastern from a gaskin and the Vuillier breeding theory from Bruce Lowe's.

If it were possible to popularize the race horse, sports writers would long since have done so. For an example of their perverse

sentimentality, we need look no further than the recent obituaries of Exterminator ("Old Bones").

Not only was this aged nag given credit for having sold \$25,000,000 worth of war bonds at Belmont in 1943; his soul was practically observed to wing its way into the body of a small pony which was biting his ear at the deathbed.

The question is, however, has it become a public duty to like horses? A popular knowledge of good horseflesh would make our tax system honest again—or as honest as it was before the pari-mutuel came along. Do we not owe it to ourselves to become a nation of horse lovers? For an answer to that, let us turn to the horse himself.

The Horse's Answer

The horse, alas, is a poor witness in his own behalf. Despite the wartime effort to popularize his flesh, it is not willingly eaten. After centuries of "breed improvement," his intelligence remains inferior to a pig's, let alone a dog's. He remains feebly responsive to all but the crudest stimuli, a yank on the mouth or a kick in the groin. Those most familiar with him, the touts and railbirds, will not even call him by name; they call him a goat, a roach or even a beetle.

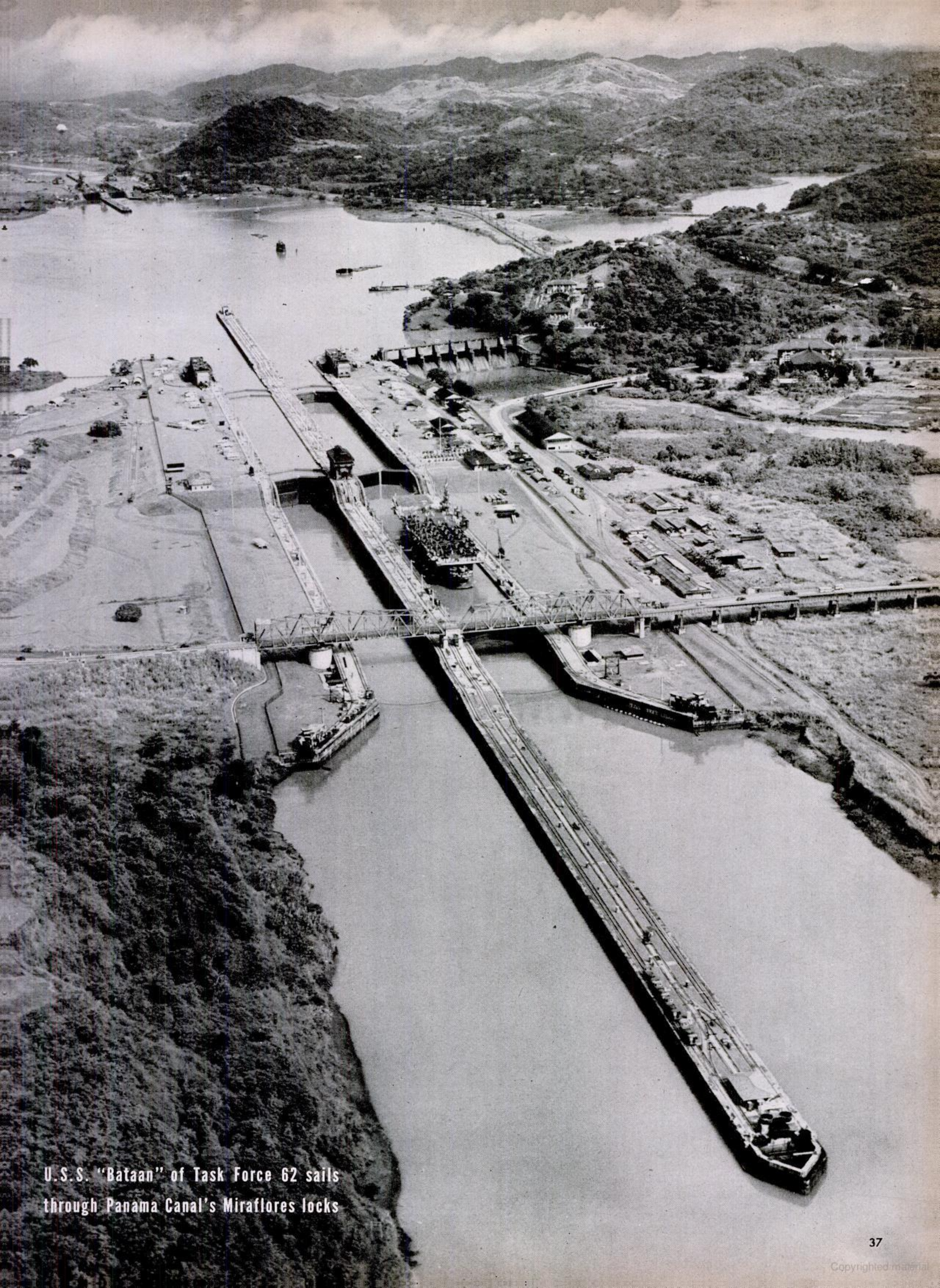
Despite the study lavished on his blood lines, the horse has not yielded a single major discovery to genetics. Horse breeders can agree only to disagree. If this is because horsy people are weak in their generalizing faculties, some of the blame surely rests with the beast whose stultifying company they keep.

But while the horse has been standing still, the rest of the world has not. In "speed and stamina," the qualities which are supposed to make up for his low IQ, the horse cannot compete with a 20-year-old Harley Davidson. Farmers as well as generals find him less and less useful, though no less hungry. It is time to send the horse back to the wilds.

As for "the turf," it will remain a colorful front for gambling, an alfresco numbers game. The dullest eye enjoys Hialeah's flamingos or the sartorial gamut at Saratoga. But when we spectators, or the people who tax us, ask the purpose of this handsome gathering, let us stop telling each other lies. It is far better to be a nation of confessed gamblers than of phony horse lovers. The pretense is like trying to add our guilt to the lead in the poor brute's saddle.

PICTURE OF THE WEEK: ➡

The U.S. carrier *Bataan*, loaded with planes and filled with Navy personnel and newspapermen, reached the Panama Canal last week. Along with other units of the U.S. Pacific Fleet in Task Force 62 the *Bataan* had sailed from the Far East bound for the U.S. and a big Navy Day celebration to be held Oct. 27. As the task force inched its way through the 40-mile-long waterway, photographers were allowed for the first time since Pearl Harbor to take pictures of the canal.



U.S.S. "Bataan" of Task Force 62 sails through Panama Canal's Miraflores locks



ARMED JAP SENTRIES STOLIDLY GUARD ROAD IN SAIGON, INDO-CHINA PORT, AGAINST ANNAMITES. IN BACKGROUND ARE BURNING BUILDINGS RAZED BY NATIONALISTS

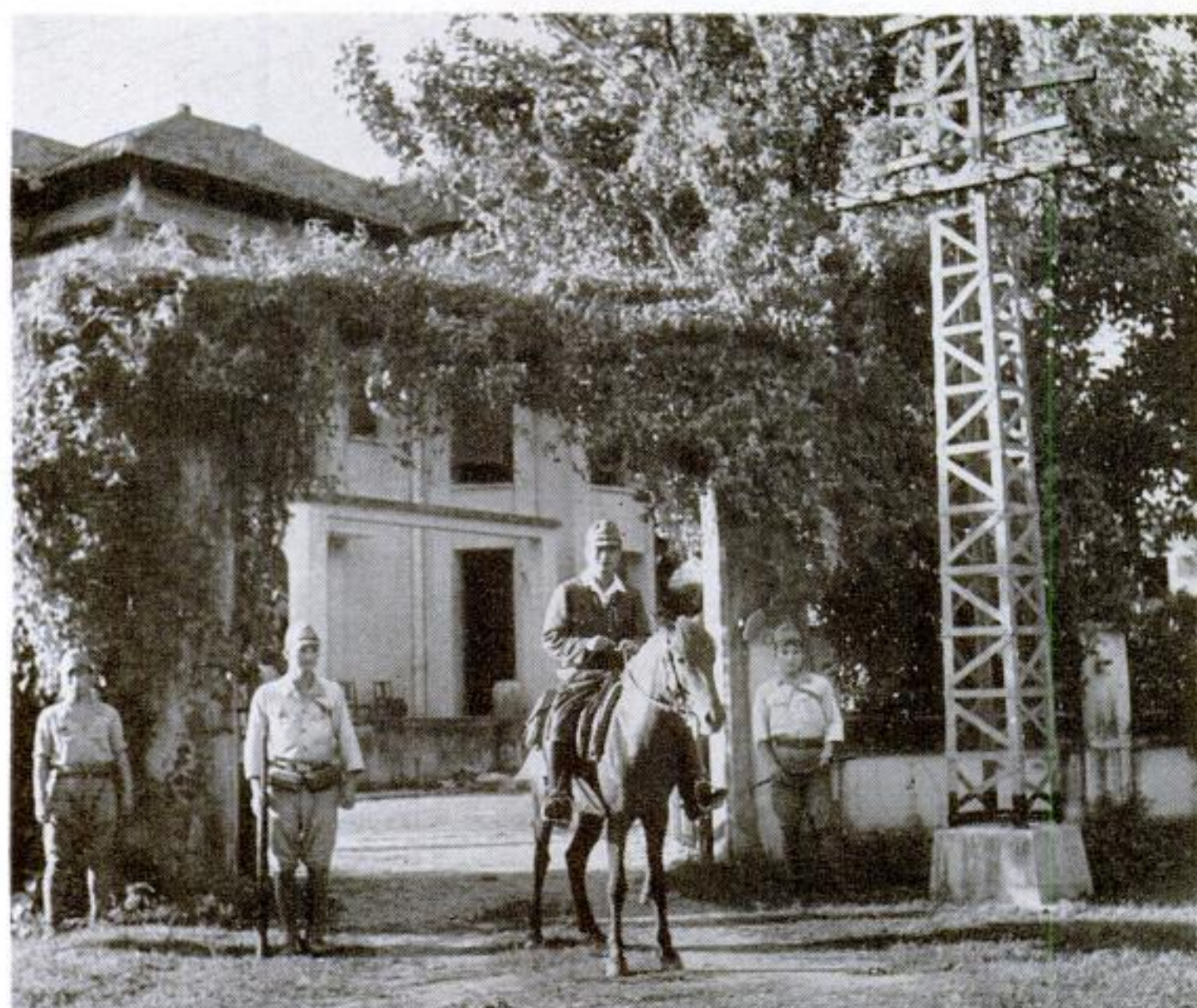
REVOLT IN SAIGON

British and Japs help French quell
Annamites in southern Indo-China

The fighting in the Orient did not end with the Japanese surrender. Inspired by Jap propaganda and their own desire for self-rule, native nationalists in southeast Asia and the East Indies have risen in armed revolt against the return of British, Dutch and French colonial administrations. In French Indo-China the world beheld the curious spectacle of Japanese troops fighting on the side of the Allies in a new conflict.

Indo-China's Annamite nationalists were fighting against French colonial rule which was upheld by Brit-

ish Major General D. D. Gracey, commander of the Allied occupation army. With only a small force of French and Gurkhas at hand, the general called in a large force of Japanese to assist him. In the strange melée an American officer, Lieut. Colonel A. Peter Dewey, was shot by Annamites who thought he was French. The only ones to enjoy the trouble were the Japs, who have secretly armed the Annamites. Jap General Numata (*below left*) smilingly told American newsmen, "We envisage a long stay in Indo-China."



Jap commander in Saigon, General Numata, rides forth after visit to British Gurkha headquarters. Despite the truce between the British-led Allies and Annamites, fighting continues.



Dead Annamite, victim of street fighting which raged for days, lies on a road in front of a barbershop. Annamites comprise nearly three-fourths of Indo-China's 24,000,000 population.



French nationals operate a machine gun, taking pot shots at Annamites along opposite Cholon bank of a Saigon creek. To supplement small French garrison, former French prisoners of

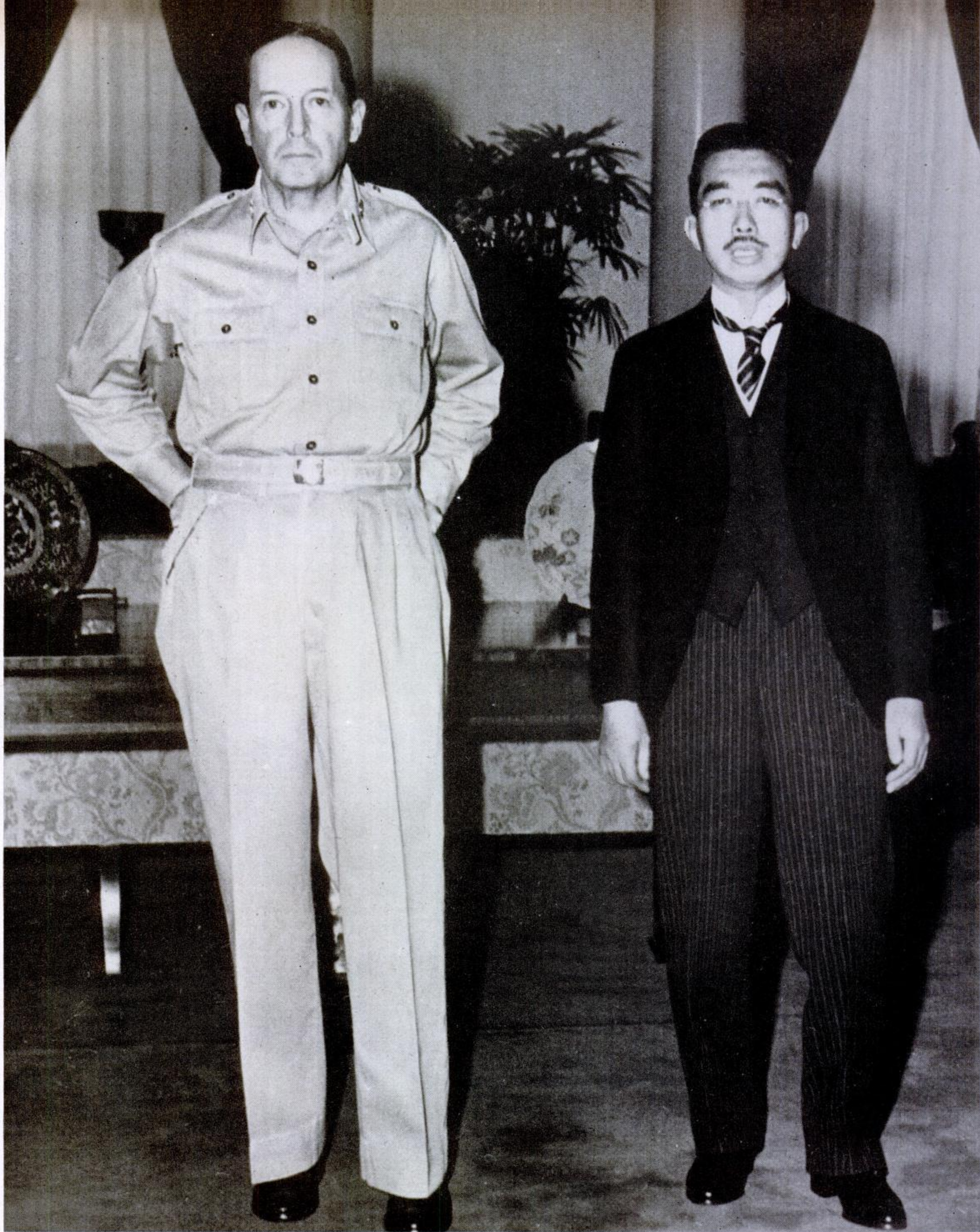
war and civilians were given arms. General de Gaulle, who promised eventual limited self-government for Indo-China, sent warships to Saigon as safeguard against a full-scale revolution.



Saigon civilians rush to pick up Allied leaflets dropped from planes which warn the population that the Annamite nationalist leaders are known and will be apprehended and punished.



Annamite prisoners, rounded up during the insurrection, are taken to jail in a truck under a French guard. Other nationalists escaped to the jungles to organize further armed resistance.



GENERAL MACARTHUR RECEIVES EMPEROR HIROHITO IN U. S. EMBASSY LIVING ROOM ON SEPT. 26. MACARTHUR DID NOT TROUBLE TO PUT ON A TIE FOR THE OCCASION

EX-GOD DESCENDS

Hirohito calls on General MacArthur

The Son of Heaven, Hirohito, lost a good deal of his Shinto divinity when he rode out of his Tokyo palace on Sept. 26 and called on General Douglas MacArthur, his boss, in the U. S. Embassy. The big, ribbonless American soldier and the little Japanese emperor posed for the picture above before they began a half-hour talk. The emperor, through an interpreter, expressed

the opinion that responsibility for the war would have to be left to the judgment of historians. To the emperor's delight MacArthur made no comment. The proposed reform of the Japanese constitution, which will be done under MacArthur, will probably demote Hirohito from the status of god and make him a constitutional monarch scarcely more powerful than the British king.



FOR THE FIRST TIME IN NINE YEARS THE FORMER KING OF ENGLAND MEETS HIS WIDOWED MOTHER ON THE GROUNDS OF MARLBOROUGH HOUSE IN LONDON OCT. 5

EX-KING RETURNS

The Duke of Windsor visits his mother

After nine years of exile with his American wife, the Duke of Windsor, ex-King of England, now 51, came home to the England he had reigned over for 11 months in 1936. On Oct. 5 he went to stay at Marlborough House in London with the mother whom he had so cruelly disappointed by his abdication. Outside Marlborough House a mob of a thousand women

shrieked, "Good old Teddy!" In the evening the duke's brother and sister, George VI and the Princess Mary, came to dinner. Windsor had told reporters that next time he hoped to bring his wife to England with him. Thus far the royal family has not recognized the royal pretensions of the Duchess of Windsor, nor has it been willing to give the duke the important jobs he wanted.



The body of Vada Martin lies in Mrs. Mansfeldt's car at Central Emergency Hospital. Shortly before 10 in the morning Mrs. Mansfeldt walked into the hospital, dropped a 32-cal. revolver on the counter and explained "a woman is dying in

the front seat of my automobile." As the body was wheeled in, Mrs. Mansfeldt said, "She told me she had never been intimate with him . . . she told me that with her dying breath. Now I believe her and it's too late. It's too late."

THE CASE OF THE JEALOUS WIFE

Death hits twice in San Francisco

On Oct. 4 the Mansfeldt family of 2843 Vallejo St., San Francisco, rose early. Mrs. Mansfeldt got her doctor-husband and her three children up, fed them breakfast, packed them off to work and school. To all outward appearances, it was the normal start of a day in an average happy home. The father of the family was a kindly, shy, 48-year-old physician with an excellent record in San Francisco. The mother, who is 45, was once a real beauty.

On this morning, when her home chores were done, Mrs. Mansfeldt drove to the corner of Leavenworth and Geary Streets to meet Mrs. Vada Martin, a 32-year-old nurse who worked at Sutter Hospital. Mrs. Mansfeldt was convinced that her husband was in love with Mrs. Martin. Mrs. Martin stepped into the automobile. There was an argument and then, after a few minutes, there was a shot. From here, these photographs take up the tragic story of jealousy and death.



Mrs. Mansfeldt collapses on learning Mrs. Martin is dead. She sobbed, "Oh, my poor children . . . Now I know it was horrible to suspect my husband. He'll never stand for this . . . never."



The Mansfeldt children are (left to right) John, 14, Irene, 15, and Carrie, 12. On the tragic day Carrie was home alone. After helping her with her violin lessons, Mrs. Mansfeldt left, apparently to do some shopping. On way home from school John read the news in the paper, hurried home to look for his father. But his father was not there.



Dr. Mansfeldt appears at the hospital to identify his hysterical wife. Then he disappeared. Cried Mrs. Mansfeldt, "Find John, find John. He's done away with himself or he'd be here beside me."



Arraigned for first-degree murder, Mrs. Mansfeldt almost collapses again. She said she had been suspicious of her husband for a year. Then one night she found Mrs. Martin, wife of a Navy warrant officer, sitting in Dr. Mansfeldt's car outside the French Hospital. "That night I died," she said. Later, witnesses said they had seen Dr. Mansfeldt and Mrs. Martin together.



Dr. Mansfeldt's body is found two days later in his car on a road near Pedro Point, 19 miles south of San Francisco. He had apparently committed suicide. Beside him was a hypodermic needle and vial of sulphate morphine. A stethoscope hung from a pocket of his blue jacket. Mansfeldt was discharged from the Army two years ago following a nervous breakdown.



"I killed him," screams Mrs. Mansfeldt. "I killed my husband." Frantic with grief, she writhes in the San Francisco jail after learning of her husband's suicide. With her is her attorney. "Nothing can help me now" she moaned. "I killed him and wasn't even right. He's gone and I loved him so. Oh, what will happen to my poor babies? My whole life is gone—I'm dead inside."

Later she denied any intention of killing the nurse. "I thought the gun had blanks in it—I didn't know it was loaded with real shells." She was removed to the psychopathic ward of the San Francisco Hospital for observation. Although she blurted out, "Oh, God, I'm guilty. How can I say I'm not guilty?" she entered a plea of not guilty at her preliminary hearing.



MONSIGNOR SHEEN BROADCASTS ON "CATHOLIC HOUR." A SPEAKER OF PERSUASIVE POWER, HE IS MOST WIDELY HEARD U. S. PROPAGATOR OF CATHOLICISM



Ex-Communist Louis Budenz, after arrival at Notre Dame, tells the press that Communism was set up to end religion.

SHEEN CONVERTS COMMUNIST

Catholic leader brings "Daily Worker" editor back into the Church

Monsignor Fulton J. Sheen (*above*), professor of philosophy at Catholic University, Washington, D.C., last week added a sensational name to the list of those he has brought into the Roman Catholic Church. The noted priest who converted a famous capitalist (Henry Ford II) and a famous columnist (Heywood Broun) now announced the return to the Church of a famous Communist, Louis Budenz (*left*), managing editor of the Communist *Daily Worker*.

On the radio Monsignor Sheen recalled that five years ago, when Budenz attacked him in the *Daily Worker*, he invited the Communist to dinner and discussed God, because "I had the deepest affection in my heart for that man." He also explained how he reconciled opposition to Communism with Christianity: "I hate Communism, but I love Communists."

The *Daily Worker*, which still carried Budenz' name on its masthead the day he announced his return to the Church, attacked him two days later. William Z. Foster, national chairman of the Communist Party, accused Budenz of former Trotskyite activities and declared his resignation was a "flight from the ranks of the labor movement and from the democratic cause of our country and the world." In resigning, Budenz stated that after ten years of active party work he came to realize, with Monsignor Sheen's help, that Communism "aims to establish a tyranny over the human spirit. . . ." Budenz' wife and three daughters were also taken into the Catholic fold.

Budenz was immediately appointed to the Notre Dame faculty. Between classes he expects to tour the nation lecturing on the dangers of Communism.

From the Heart of Sun-Ripened Tomatoes
...*AMERICA'S FAVORITE SOUP*



THE SOUP MOST FOLKS LIKE BEST...



Here's good eating —
Here's good cheer —
America's favorite soup
Is HERE!

Tomatoes vine-ripened in the summer sunshine and bursting with vitamins and flavor—these are the tomatoes nutrition experts refer to when they say, "Tomatoes for health". And these are the tomatoes Campbell's use. They are skillfully blended and seasoned by an exclusive recipe, and cooked with all the "know-how" of half a century—to make Campbell's Tomato Soup.

Little wonder that, among all soups, this is the one most folks like best!

Perhaps for some time you haven't been able to find Campbell's Tomato Soup. But now your grocer has plenty—ready and waiting for your enjoyment. You'll want to serve it now and for many a tempting lunch and supper all winter long.

Campbell's **TOMATO SOUP**

LOOK FOR THE RED-AND-WHITE LABEL



"I do it with eggs and cheese—and Birds Eye Spinach!"

... says Dinah Shore



If you're easily satisfied, DON'T READ THIS! There are many brands of quick-frozen foods. If you're easily pleased, pick *any* brand.

But if you want that famous Birds Eye quality . . . BE SURE the box you receive reads: "Birds Eye." We repeat, *be sure*.

THIS NEW and savory dish is Dinah's favorite in the egg-and-spinach department!

It's simply *delicious*. Of course, it takes an "extra special" spinach to make it what it is! And Birds Eye Spinach is *it*. Quick-frozen within 4 hours after it is trimmed and washed! This seals in all that marvelous "just-picked" flavor and garden-freshness.

And note well: Birds Eye "Thick Leaf" Spinach has NO SAND. We wash it whistle-clean in gallons of clear, cold water. No work for you. Just open package, cook, and serve. Try this new and wonderful dish—today!

HEAR DINAH SHORE, singing star of "Birds Eye Open House," and famous guest stars, THURSDAY evenings, NBC, at 8:30, Eastern Time

SPINACH AND EGG GRILL

- 1 box Birds Eye Spinach
- 4 tablespoons chopped onion
- 2 tablespoons fat
- ½ cup sour cream, or
- ½ cup light cream and 2 teaspoons vinegar
- 1 teaspoon salt
- Dash of pepper
- 2 hard-cooked eggs, cut in halves
- ½ cup grated American cheese
- 1 tablespoon milk
- 2 teaspoons chopped pimiento

Cook spinach as directed on package; chop. Sauté onion in fat until lightly browned. Add spinach, cream, and seasonings and turn into shallow baking dish. Arrange hot eggs on top.

Heat cheese and milk in double boiler until cheese is melted. Add pimiento and pour over eggs. Place under broiler until cheese is lightly browned. Garnish with toast points. Makes 3 to 4 servings.

A NAZI WALKS INTO A TRAP

British Intelligence uses single photograph to catch Berlin lawyer

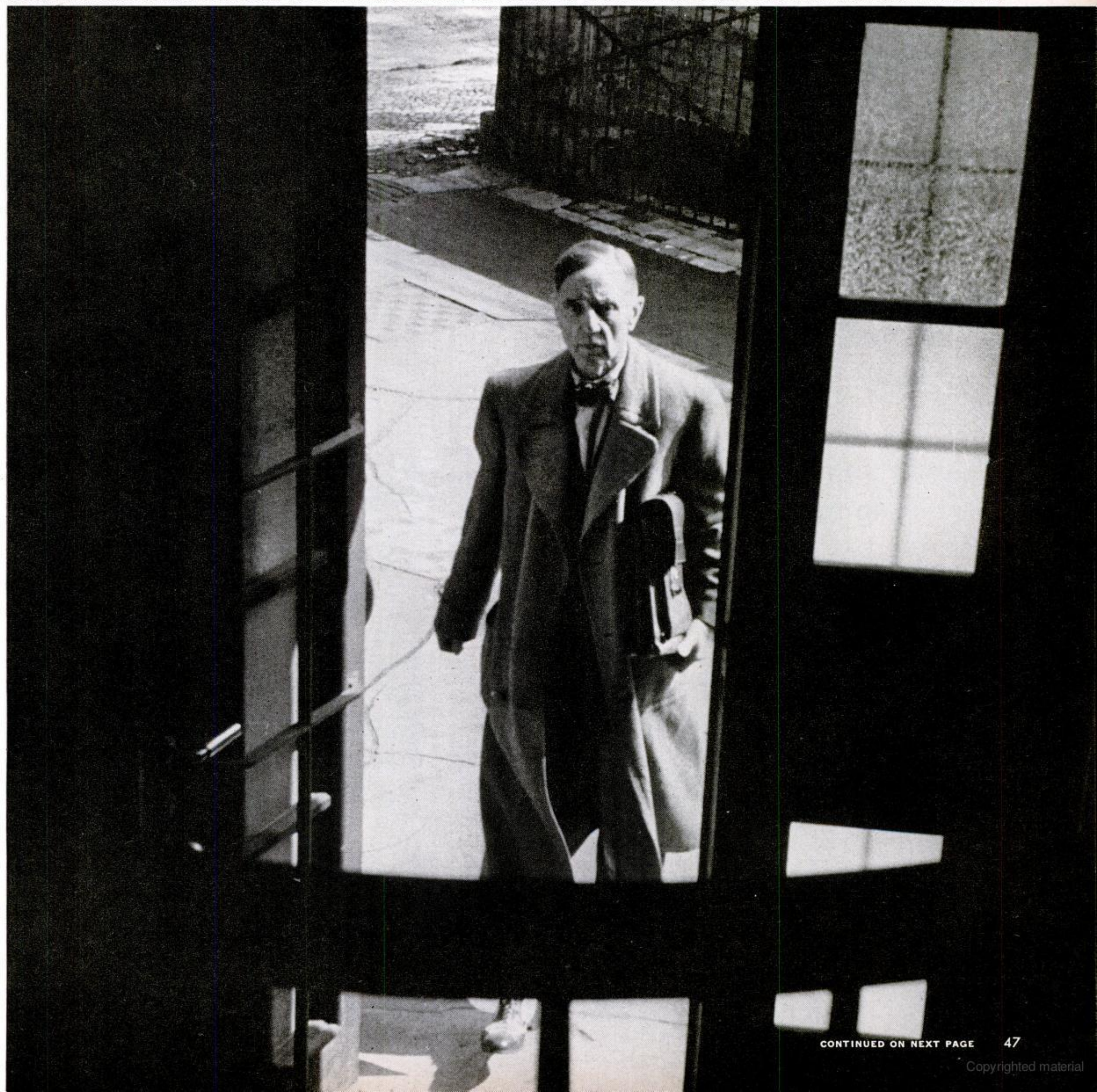
The war against Nazism was still being fought last week, five months after V-E Day. Throughout Germany the tentacles of Allied Military Intelligence probed for thousands of little Nazis who once were willing tools of big ones and who now were trying desperately to sink into the protective anonymity of the German populace. Investigators were sometimes aided—but more often hindered—by many Germans suddenly anxious to denounce someone else as a Nazi and thus “prove” their own innocence.

One of the thousands thus denounced was a gaunt, dour-mouthed Berlin lawyer named Kurt Schey. Questioned, he indignantly denied having had anything to do with “those Nazis.” He was released for lack of evidence. But one day British Military Intelligence, still suspicious, visited Herr Schey’s flat (right) during his absence. With them was a photographer. When Schey returned he demanded of the officers, “Why cannot you leave me alone? I never was a Nazi.” But the British had a new card to play (see p. 50).



In Schey’s flat British Intelligence sergeant questions housekeeper while his companion watches for the suspect’s return.

A LEGAL BRIEF CASE UNDER HIS ARM, SCHEY RETURNS HOME, APPARENTLY GETTING A FIRST INKING OF UNWELCOME GUESTS WHEN THIS PICTURE WAS SNAPPED





"Must you take your coat off to tell me this?"



"Yes indeed, my half-size helpmeet.

"How can I tell you how this new Arrow Shirt feels unless I show you? Just look at that collar. Ever see a better-looking, better-fitting job?"

"And glance south at my equator.



Not a bump... not a lump. That's my old friend, Arrow's Mitoga-form-fit design, contributing to my better looks.

"What's more, if I hadn't just been elected 'Best-dressed Man in the Neighborhood' by my family, I'd remove this



Arrow Shirt — just to show you the Sanforized label firsthand!

"But you'll have to take my solemn oath that it keeps ALL Arrows from shrinking more than a next-to-nothing, 1%.

"Now that the strip tease is over, do you mind if I slip into my coat again... and take you to the movies?"

ARROW SHIRTS

Made by Cluett, Peabody & Co., Inc.

A Nazi Walks into a Trap CONTINUED

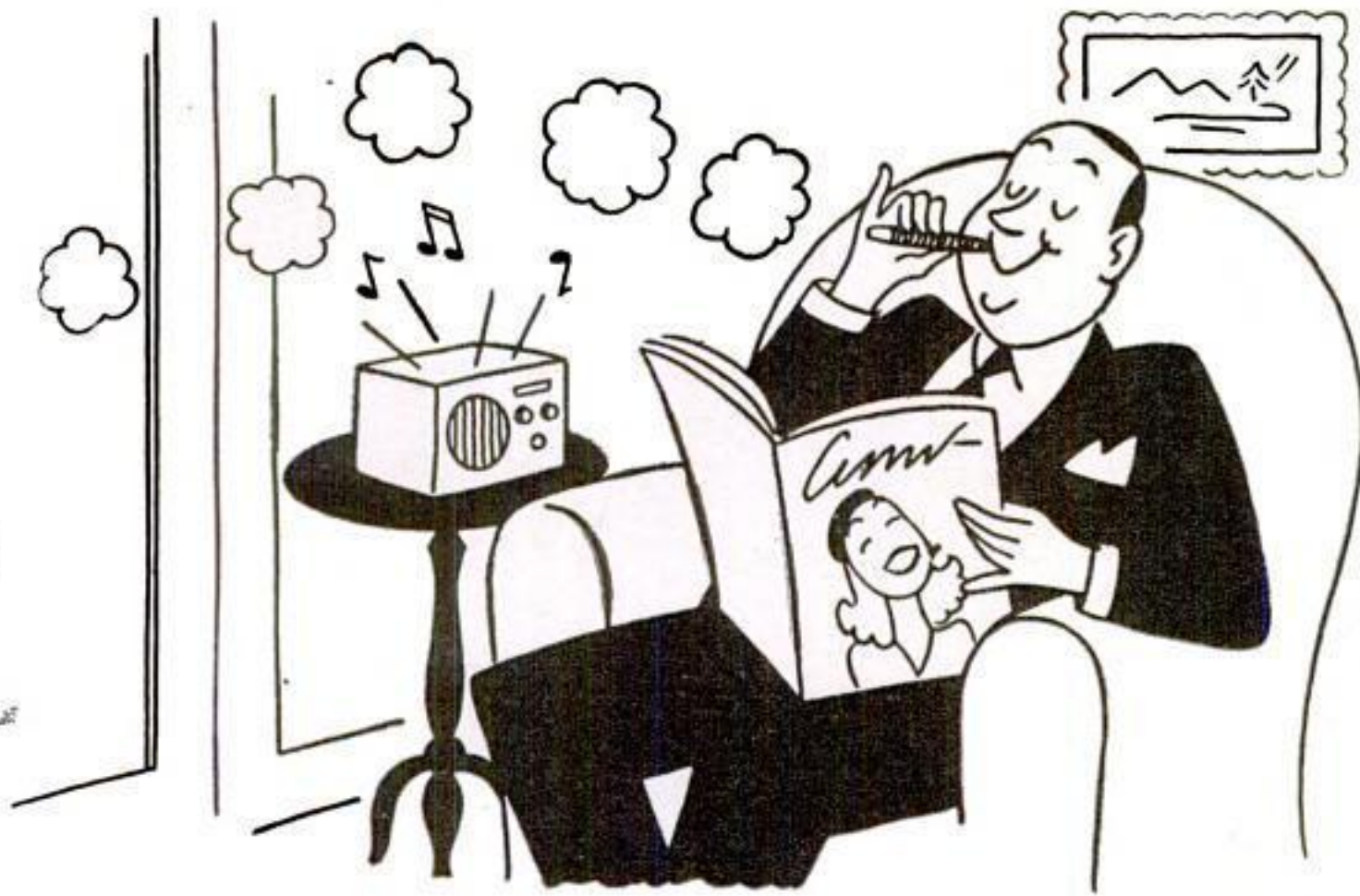


Taken to headquarters, Schey "confessed" having been a minor SS man, always in trouble with superiors. "It was terrible, what they did to the Poles," he mourned.



A new piece of evidence, a small photograph of an SS Obersturmführer (first lieutenant), has been found in Schey's flat. It is closely studied by an intelligence officer.

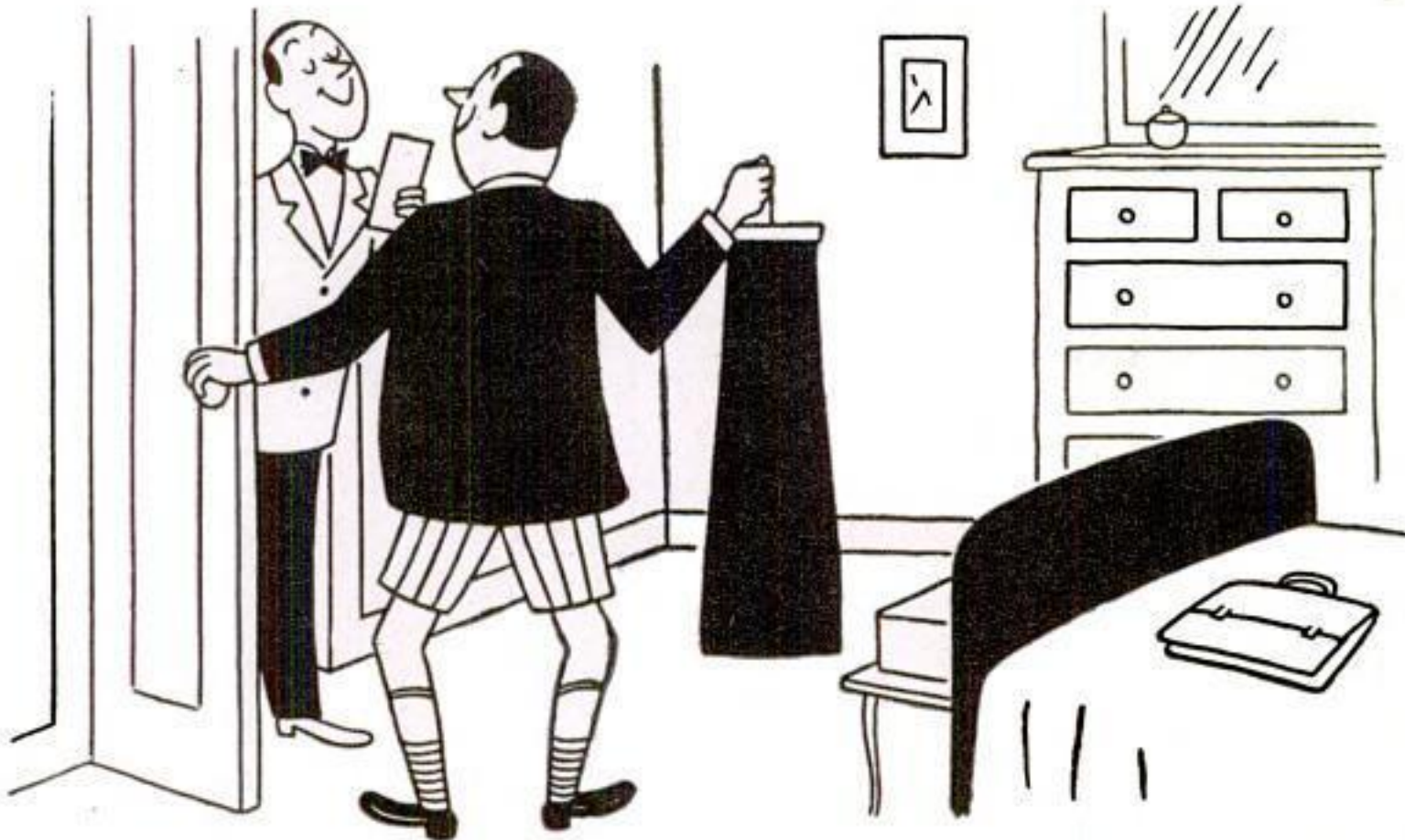
CONTINUED ON PAGE 50



1. Taking it easy is mighty important after a tough day or a tiring trip—so you'll find that rest and relaxation are Statler specialties. The quiet, friendly, Statler atmosphere is a real help when you just want to sit back and relax.



2. Corned beef hash or Cherries Jubilee, Statler food is something to cheer about! Plenty of variety, generous portions, all prepared to your taste by a staff of expert chefs and cooks. No better food in town . . . in any Statler city!



3. We know you've got to look your best for that important appointment. So slip us the trousers with the missing crease, and the travel-tired coat and vest—we'll have them sponged, brushed, pressed, and back to you in jig time.



4. Want to shave between bites? Want to enjoy the pleasure of a leisurely breakfast in bed? Call room service. The delicious Statler food may not be there *before* you hang up the phone, but we promise it won't be long after.



5. "Good night" is a promise, not a wish, in any Statler Hotel, thanks to the restful comfort of the beds that made Statler famous.



HOTELS STATLER IN

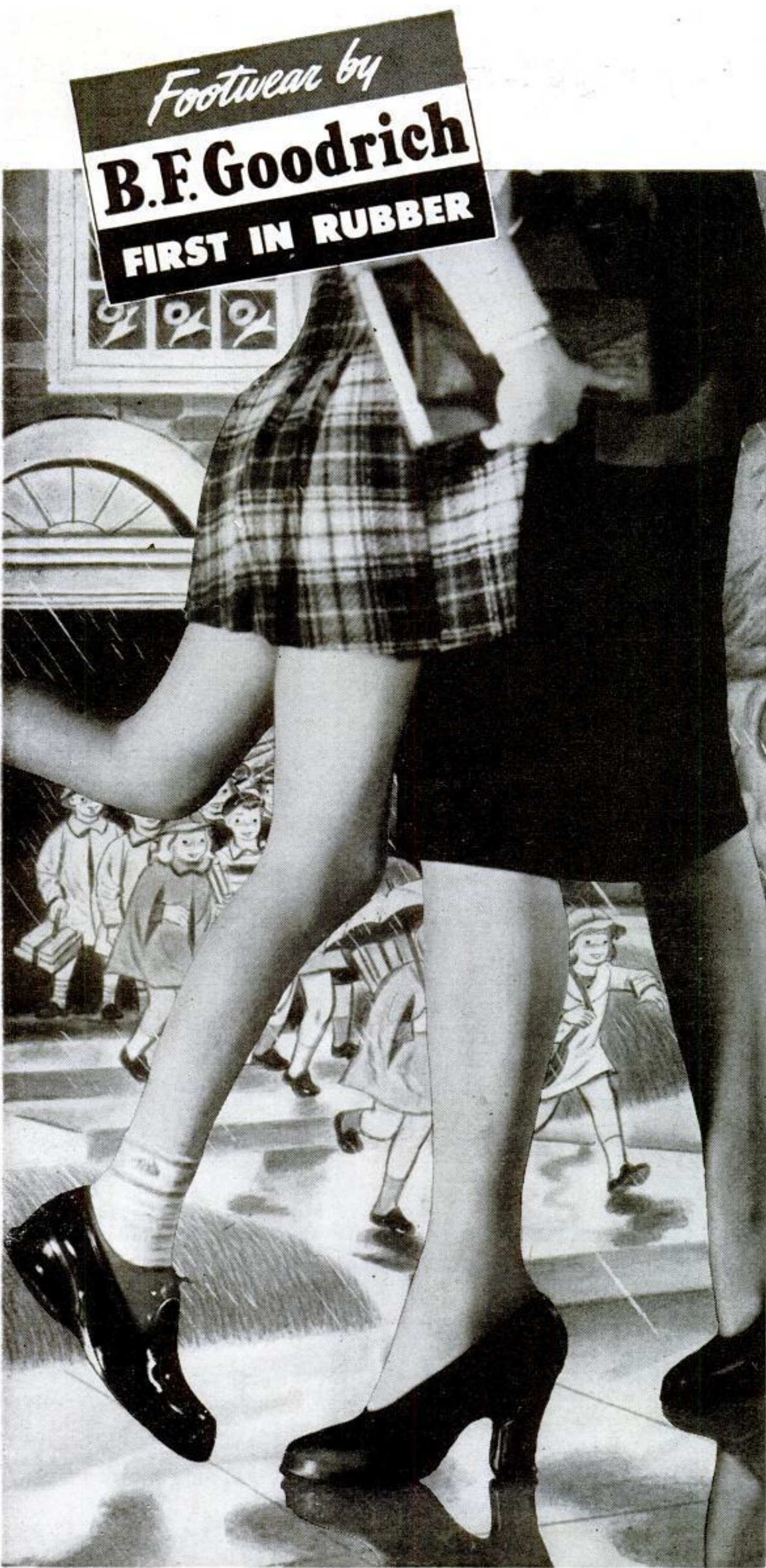
BOSTON \$3.85	BUFFALO \$3.30	CLEVELAND \$3.00
DETROIT \$3.00	ST. LOUIS \$3.00	WASHINGTON \$4.50

STATLER-OPERATED

HOTEL PENNSYLVANIA \$3.85	HOTEL WILLIAM PENN \$3.85
NEW YORK	PITTSBURGH

Rates Begin At Prices Shown

YOUR DOLLARS ARE URGENTLY NEEDED FOR VICTORY BONDS



SETTING A GOOD EXAMPLE! Both mother and daughter appreciate the perfect fit and snug protection that B. F. Goodrich rubber footwear affords. It protects their health and shoes. Vast research in synthetic rubber by B. F. Goodrich means trim rubber footwear made to give you long service . . . to stand up against even the hard knocks that children give it. For rubber footwear that really fits and protects, look for the name B. F. Goodrich when you buy!

Footwear by **B.F. Goodrich**

STYLES FOR EVERY NEED THROUGHOUT THE YEAR

A Nazi Walks into a Trap CONTINUED



The picture found in Schey's home reveals a fat-faced, Hitler-mustached Nazi, far different from the emaciated, clean-shaven prisoner. But study proved it was Schey.



Schey confesses he served at Buchenwald death camp. "But only as a clerk," he squirms. "I was forced." Here he weighs his future, probably death by firing squad.

DEFEND THE CONSTITUTION



See what I mean!
L.S./M.F.T.



GERALD
LEAKE

Copyright 1945 The American Tobacco Company



“—But I’ve got to see the doctor now!”

THE LOT of a doctor’s receptionist these days is hardly a happy one. She finds that nearly four years of war have not been enough to make some people realize there’s a serious war-created shortage of civilian doctors. Some people who still seem to think solely in terms of their own convenience.

She knows all too well that about one-third of our doctors are still in military service. That there just isn’t as much doctor-time available for civilians as there used to be—and won’t be for some time to come.

So . . . it’s squarely up to us, every one of us, to help the receptionist save the hard-pressed doctor’s time—by cooperating with her efforts to apportion it most fairly, most effectively.

The very best way to save your doctor’s time is to make use of his services the minute trouble arises. Never indulge in self-diagnosis. See your doctor early, in time for him to head off more serious trouble. And you can help him

still further, save his precious time, by doing these three things:

GO TO HIM—whenever you are able. House visits take time when someone else may need him urgently.

KEEP YOUR APPOINTMENT promptly; make it at his convenience so that he can plan his crowded hours better.

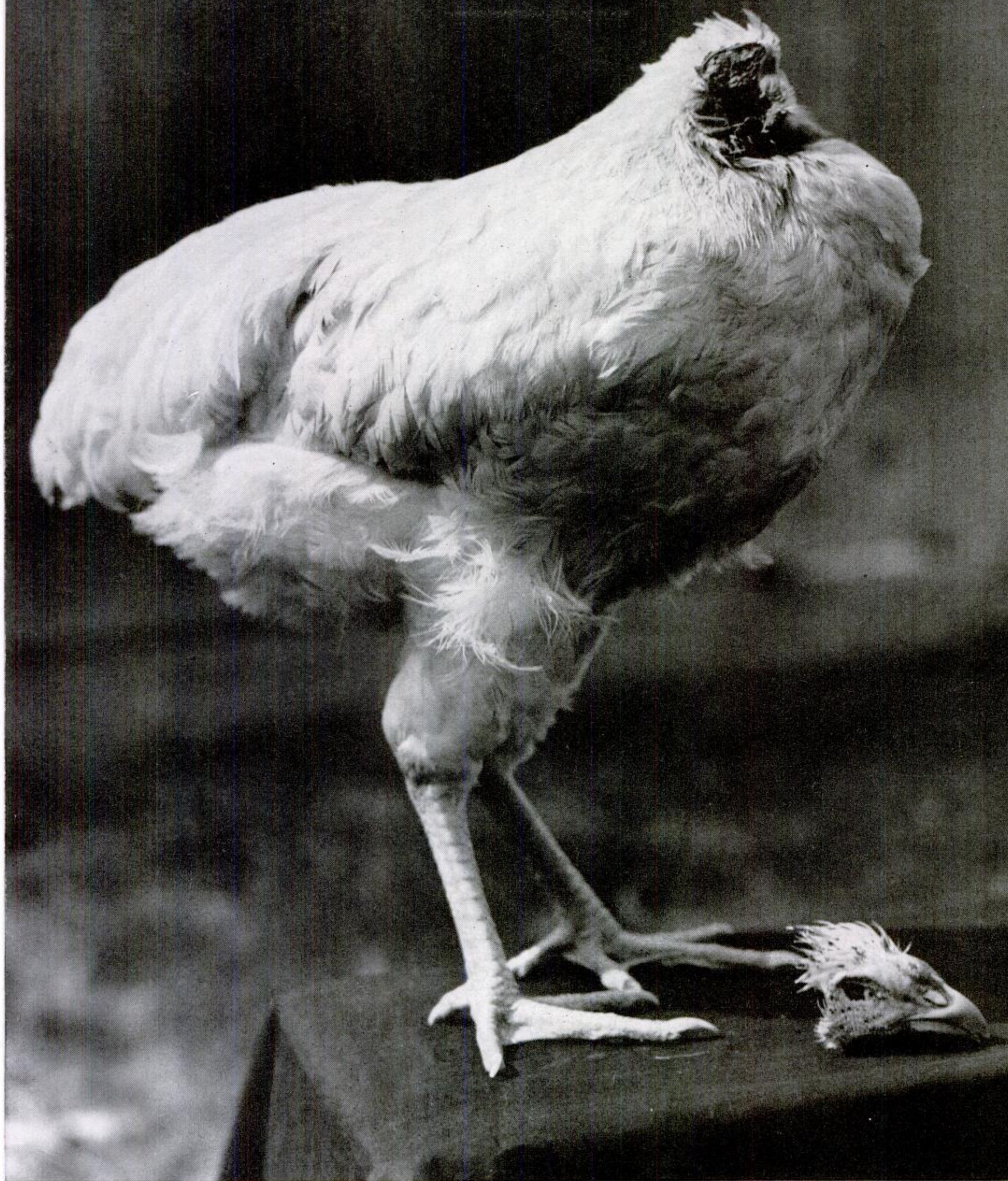
FOLLOW HIS ADVICE TO THE LETTER—so that your trouble doesn’t drag on, get complicated, or need extra attention.

One of a series of messages published as a public service by the S.M.A. Corporation, Philadelphia . . . Pioneers in the field of infant nutrition. Relied upon by your physician and druggist for nutritional products of merit.

HELP YOUR DOCTOR SAVE HIS TIME!

DIVISION OF

Wyeth



MINUS HIS HEAD, MIKE STANDS ERECT WITH EASE. HE IS 5½ MONTHS OLD AND WEIGHS ABOUT 3½ LB. HIS LATE HEAD (RIGHT FOREGROUND) IS QUITE DEAD

HEADLESS ROOSTER

Beheaded chicken lives normally
after freak decapitation by ax

Ever since Sept. 10 a rangy, Wyandotte rooster named Mike has been living a normal chicken's life though he has no head (*see above*). He walks, flaps his wings, preens his feathers and, when he hears other roosters crow, even answers with a few croaky gurgles. Only major function Mike has lost is sight.

Mike lost his head in the usual rooster way. Mrs. L. A. Olsen, wife of a farmer in Fruita, Colo., 200 miles west of Denver, decided to have chicken for dinner. Mr. Olsen took Mike to the chopping block and axed

off his head. Thereupon Mike got up and soon began to strut around. After decapitation, many chickens run around frantically before dying. Mike, however, kept going as if nothing much had happened.

What Mr. Olsen's ax had done was to clip off most of the skull but leave intact one ear, the jugular vein and the base of the brain, which controls motor functions. Still thriving and gaining weight, Mike has been on exhibition in Salt Lake City at 25¢ admission. And his owners have put a \$10,000 price tag on him.



CAN YOUR SCALP
PASS THE
"Finger Nail
(F-N) Test?"

1 It's F-N, the test for men! Scratch your head and see if the famous F-N test reveals signs of dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Grooms, relieves dryness, removes loose dandruff! Buy the large size for greater economy.



YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**

2 Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!

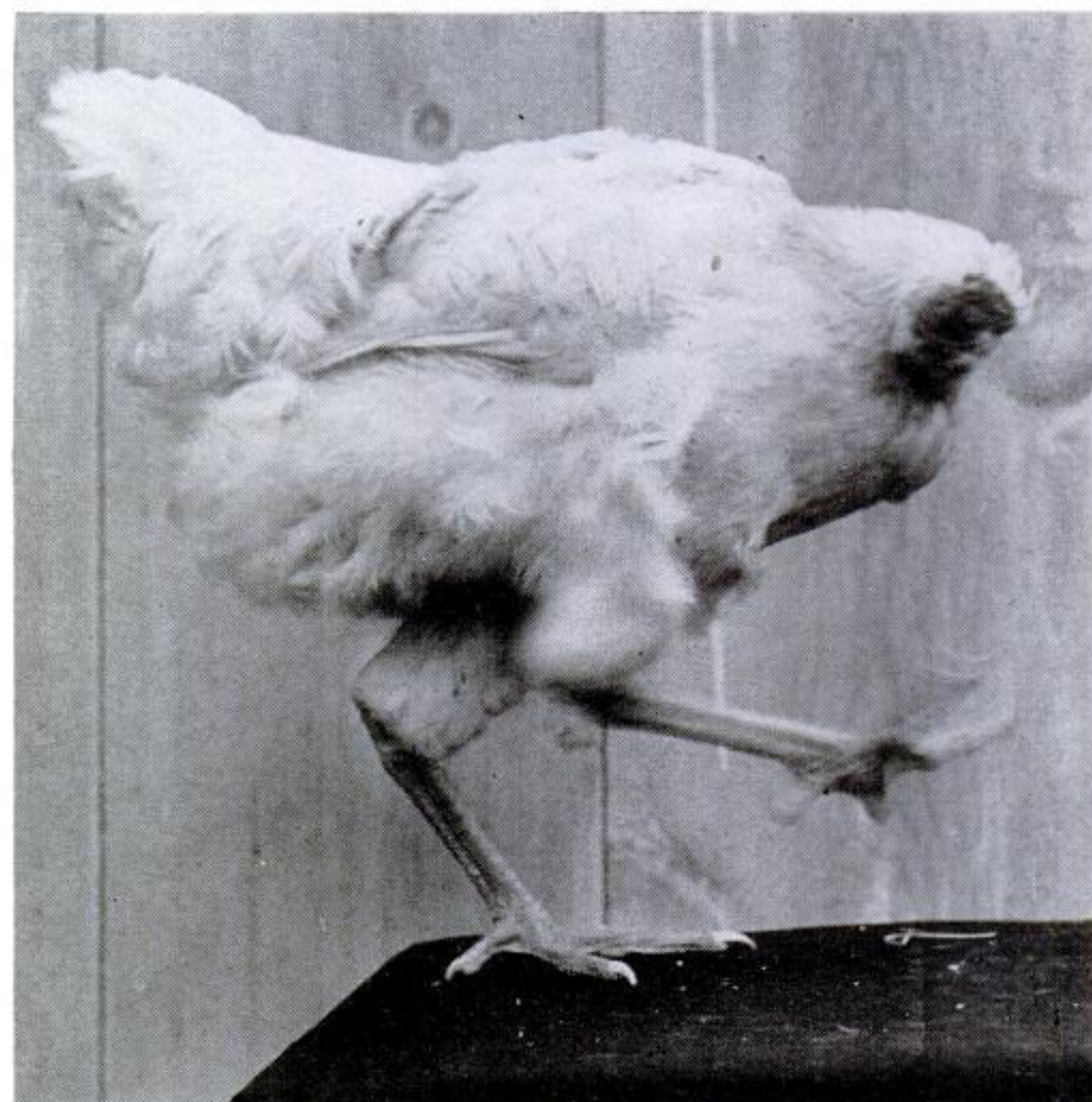
NON-ALCOHOLIC
CONTAINS
LANOLIN!
GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES LOOSE DANDRUFF



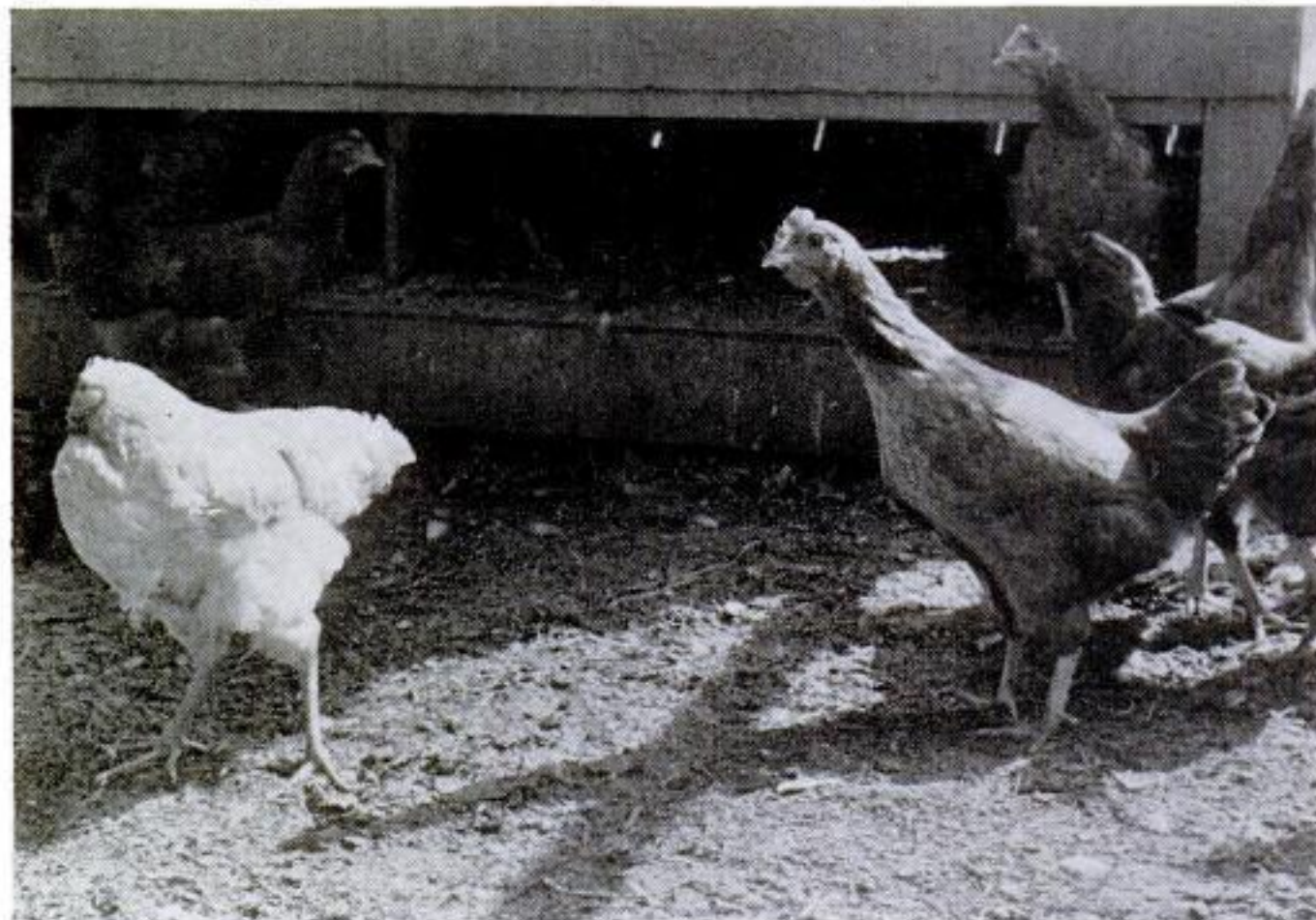
LANOLIN has long been prescribed because of its soothing qualities, and because it closely resembles the oil of the human skin. No wonder 4 out of 5 users in a nation-wide test prefer it to the hair tonics they had been using. A little Wildroot Cream-Oil goes a long, long way. Get it today from your barber or drug counter.

BUY VICTORY BONDS!

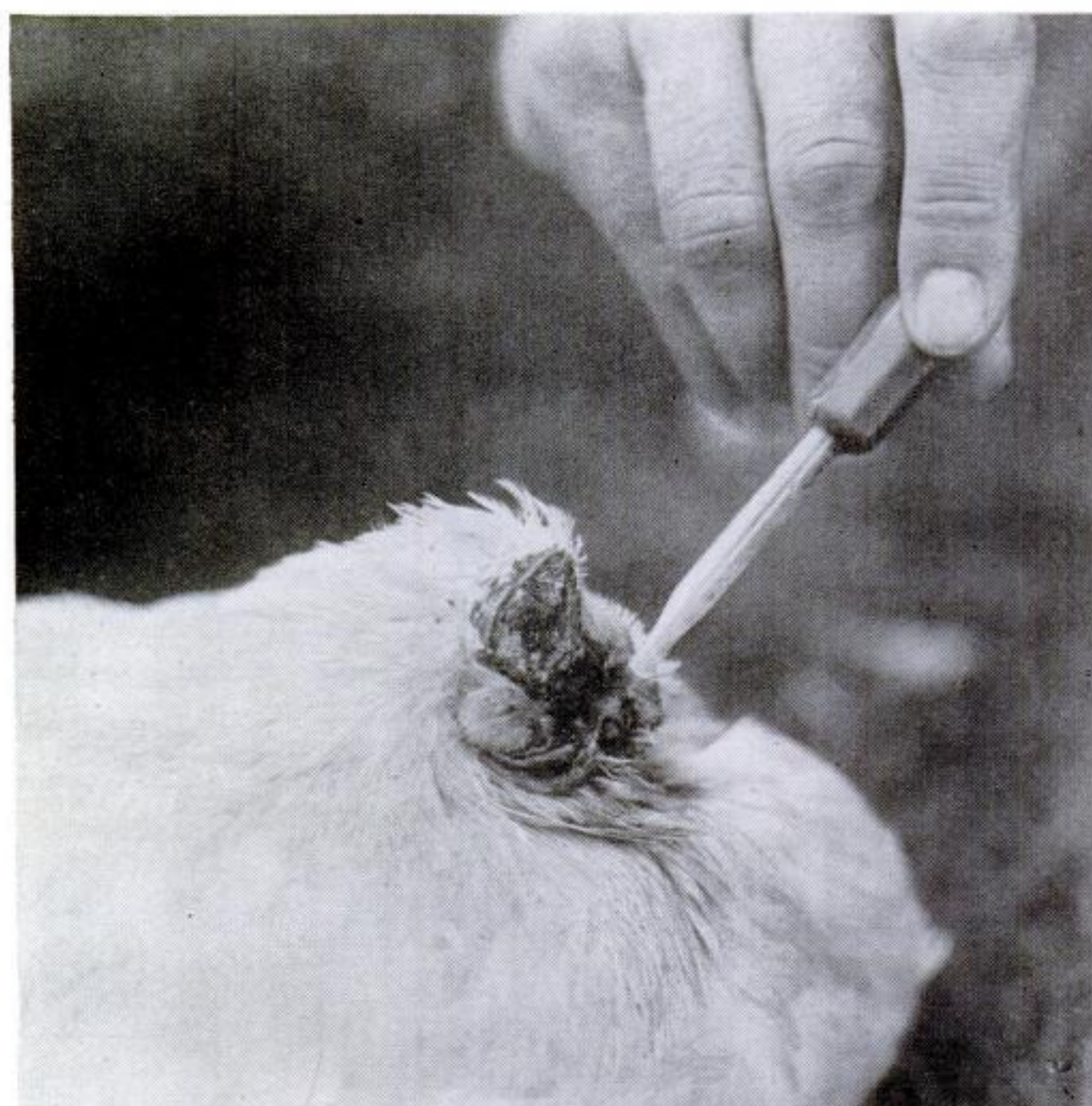
Headless Rooster CONTINUED



Mike cuts a caper as he lifts one leg high in a ground-scratching motion. He is a lively fowl with a good sense of balance, can roost on high perches without falling off.



The barnyard set stare at their headless companion. Chickens do not avoid Mike, who, however, has shown no tendencies to mate. Scab on neck has stopped bleeding.



Mike is fed with milk and water from an eyedropper through esophagus, which has not closed over. Mike is also fed small grains of corn, has no trouble digesting them.

You'll tell the world it's yours!



● Just wait till the Joneses see you! You—and that new Mercury. It'll be a car to make you enthuse. Big. Sturdy. Beautiful! Smart company anywhere . . . How you'll love to take folks out in it. Luxurious appointments. Plenty of room. Relax. You



won't feel crowded. Deep, downy seats, for a sweet ride. . . . Power? Lots of quiet power. Always ready and eager for action. . . . Watch for it! It's due to arrive soon! New car production—starting fast—will be quick to hit its stride. Keep in touch with your dealer—for an early look at the new 1946 Mercury!

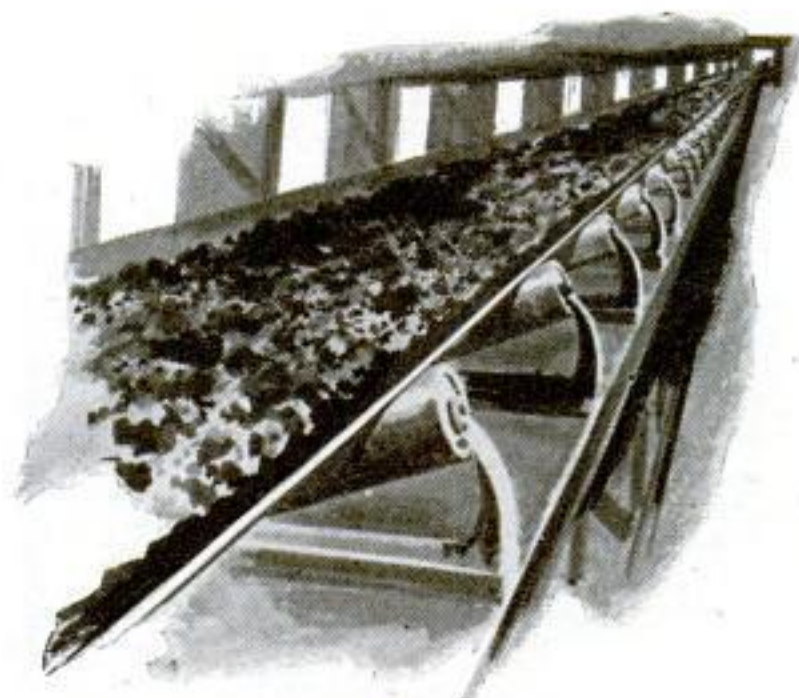
Step out with **MERCURY**

A DIVISION OF FORD MOTOR COMPANY

Tune In . . . THE FORD SHOW . . . CBS, Tuesdays. 10-10:30 P.M., E.T. THE FORD SUNDAY EVENING HOUR . . . ABC, Sundays. 9-10 P.M., E.T.



*Engineered Rubber delivers
coal to the surface.*



SPEED...

Imagine a flying freighter... unloading its entire cargo in 7 seconds... WHILE TRAVELLING AT FULL SPEED!

That's not fancy... it's fact. During the war Army engineers equipped C-47's with U. S. Rubber conveyor belts which sent vital supplies parachuting to earth with pin-point accuracy.

Thus engineered rubber helps broaden the use of air express for future commercial purposes... permitting deliveries along nonstop flights... eliminating landings or time-consuming reruns over the receiving point.

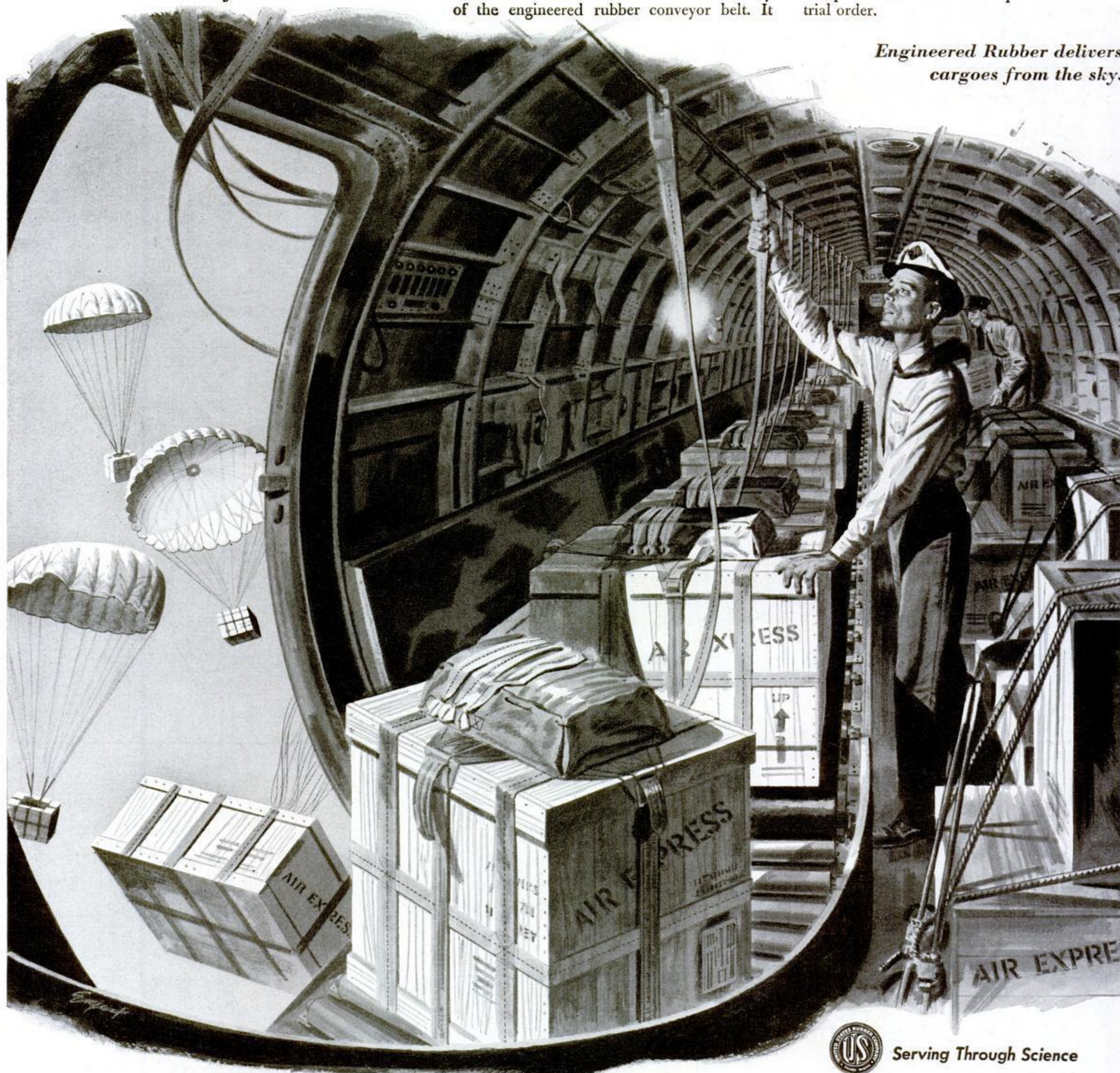
There seems to be no end to the versatility of the engineered rubber conveyor belt. It

serves to carry loads of abrasive coal and ore, or foodstuffs and other materials—it operates below the earth, crosses valleys, descends mountains... and now, high in air, "kicks" cargo out into space.

Always, the most efficient conveyor belting is the result of close cooperation between the engineering groups involved... the user's engineering staff, the designers of mechanical conveying systems and U. S. Rubber technicians... each group dove-tailing its efforts with those of the others.

This cooperative effort was of immeasurable aid in speeding victory; it is no less essential for quick reversion to a peacetime industrial order.

*Engineered Rubber delivers
cargoes from the sky.*



Serving Through Science

UNITED STATES RUBBER COMPANY

1230 SIXTH AVENUE, ROCKEFELLER CENTER, NEW YORK 20, N. Y. • In Canada: DOMINION RUBBER CO., Ltd.



IN TENSEST SCENE IN "THERESE," DAME MAY WHITTY IS STRICKEN WITH PARALYSIS AS SHE LEARNS HER SON HAS BEEN KILLED BY HIS WIFE AND HER LOVER

DAME MAY WHITTY ACTS AT 80

First lady of the British stage enlivens a dull Broadway melodrama

Last week, 50 years after her first stage appearance in the U.S., 80-year-old Dame May Whitty returned to Broadway and proved that she is, not in years alone, first lady of the British stage. In a play called *Therese*, staged by her famous director-daughter, Margaret Webster, Dame May acts with a tragic serenity that enlivens an otherwise dull drama and completely overshadows the other members of an eminent cast.

Since she first appeared on the stage in the chorus of *The Mountain Sylph* in 1882, Dame May Whitty has acted and accomplished so much that a mere listing

of her work fills three and a half columns in *Who's Who in the Theater*. In 1918, to honor her for raising \$1,000,000 for a disabled soldiers' and sailors' home, King George V made her a Dame Commander of the Order of the British Empire. At the age of 72 Dame May Whitty, whose most famous movie appearance was in Hitchcock's *The Lady Vanishes*, went to Hollywood, where her flavory speech and gusty manner immediately made her known as "a great dame." In 1942 she and her husband, Ben Webster, who is 81 and is still acting in the movies, celebrated the first golden wedding anniversary in movie colony history.



Dame May and daughter, Margaret Webster, who directed *Therese*, get along amiably, both in and out of the theater.

*B. V. D. INVENTED COMFORT

BRAND



Whether it's a swanky B.V.D. *Ruggers Shirt or free-and-easy B.V.D. Pajamas, one thing always holds true—B.V.D. brand *means* comfort! In fact, B.V.D. *invented* comfort—gave men comfort from the inside out—by modernizing underwear, and by putting the same cut-to-comfort standards into B.V.D. outerwear. So be smart about comfort—be comfortable about smartness. Get comfort, style and warmth too! Wherever you see the B.V.D. brand displayed, *head in for the Fall warm-up!*

*B.V.D. AND *RUGGERS ARE REGISTERED TRADE MARKS OF THE B.V.D. CORPORATION



THE B. V. D. CORPORATION • EMPIRE STATE BUILDING • NEW YORK 1, N. Y.
In Canada, The B. V. D. Company, Limited, Montreal

"Therese" CONTINUED



"Therese" takes place in the home of Therese Raquin (standing left), her stuffy husband Camille (Berry Kröeger, center) and his mother (Dame May Whitty, second



After drowning Camille at a picnic, Laurent (Victor Jory) and Therese (Eva Le Gallienne) scheme to tell Camille's mother it was an accident. Story is accepted as true.



left at table). Only excitement in Raquin home is weekly game of dominoes. Unknown to the others, Therese and Laurent (standing right), a family friend, are in love.



Look of guilt in Therese's face startles her and her bridesmaid on night of her marriage to Laurent. In background is Laurent's faceless unfinished portrait of Camille.

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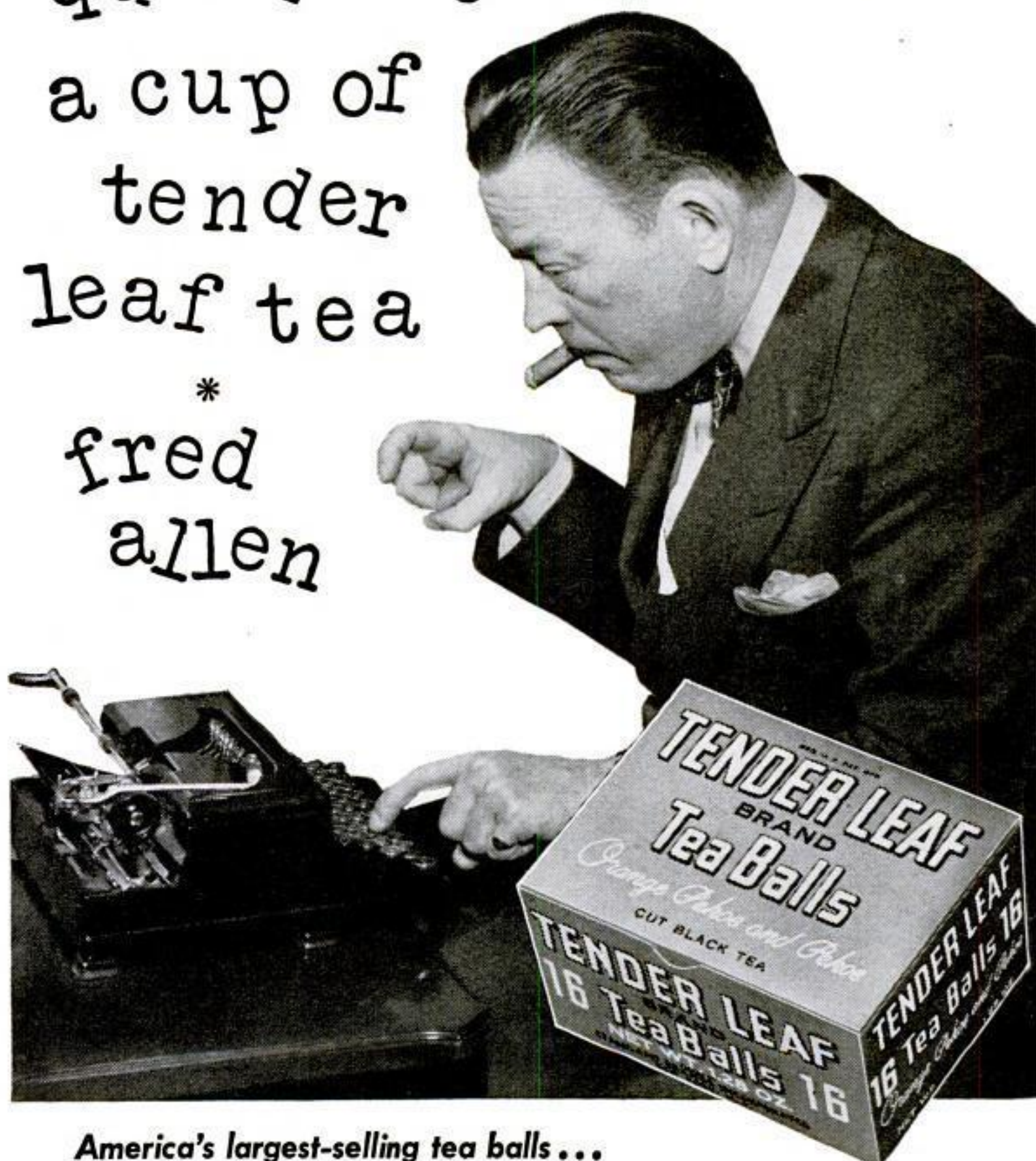
to be brutally frank, and it's a pleasure, young charles mccarthy has wormed his way...if worm is the word and i think it is...so thoroughly into the bad graces of the community that it's high time we called a meeting of the a.a.c.f.t.e. of mcc. (allen's alley committee for the extermination of mccarthy).

ladies and gentlemen, i propose inviting master mccarthy on a hike with the boy scouts. make it the girl scouts. then he's sure to come. we'll start a fire by rubbing two pieces of wood together. now if someone will volunteer to bring another piece of wood...

you don't think it wise, mrs. dingle, to rub the little fellow the wrong way? you fear reprisals? pray then, what do you suggest?

an occasional cup of tender leaf brand tea because it warms you up, cheers you up, and is so chockfull of quick comfort you can actually laugh at the little splinter's shennanigans?...and it has, you say, been famous for flavor for years? thank you, mrs. dingle, you too, are a great comfort.

there's
quick comfort in
a cup of
tender
leaf tea
*
fred
allen



America's largest-selling tea balls...

TENDER LEAF TEA

For the laughs of your life, join the gang in Allen's Alley Sunday nights, 8:30 E.T., over the NBC network immediately following the Edgar Bergen-Charlie McCarthy show. (Just stay tuned to the same station.)



HIS FATHER'S A DOCTOR—



With a doctor for his father*, Robbie S. is getting the finest scientific care a baby could wish for! His picture shows what a sturdy young fellow he's becoming.

Robbie S.—at 17 months

At birth he weighed	Now he weighs 21
7 lbs. 6 oz. ... was	lbs. 12 oz. ... is 32
20 inches tall.	inches tall.

HIS CEREAL is CLAPP'S!



Why so many doctors feed their babies Clapp's Baby Cereals

—because in addition to fine whole grains, these special cereals provide extra food elements such as dry skim milk, wheat germ, and brewers' yeast.

—because every spoonful of Clapp's Instant Cereal gives a baby—



3 times as much iron as unfortified home-cooked cereals.



2½ times as much vitamin B₁ as unfortified home-cooked cereals.

—because every ounce of Clapp's Instant Cereal provides:

Vitamin B₁—100 U.S.P. units

Vitamin G—0.18 mg.

Iron—6 mg.

Calcium—96 mg.

—because the texture of Clapp's Baby Cereals is fine but definite.



—and because preparation is so simple.

No cooking needed. You just add milk or formula right in the serving dish. Try Clapp's Instant Cereal or Clapp's Instant Oatmeal today.

*Name on file at CLAPP'S BABY FOOD DIVISION, American Home Foods, Inc.

Ask YOUR DOCTOR!

"Therese" CONTINUED



Shock paralyzes Camille's unsuspecting mother that night when she chances to hear Laurent, who is tortured by portrait, hysterically describe the murder to Therese.



Unable to speak or move, Camille's mother watches and listens while Therese and Laurent gradually break under strain of their joint guilt and begin to quarrel bitterly.



Recovering from paralysis, Camille's mother suddenly regains the use of one hand. Therese and Laurent watch in terror as she begins to spell words with the dominoes.

Harvested in the Moonlight



Activity at viner station (where peas are shelled) in Green Giant land, 12 midnight, July 24, 1945.

Time, tide and the perfect moment of Green Giant Brand peas wait for no man. Some fields come "perfect" in *moonlight*. Some in *noonlight*. Our crews must be ready when our scientific people tell us the peas are ready ... so that they can be picked and canned *at the fleeting moment of perfect flavor*, night or noon. And that's one reason why you get that extra special flavor from this exclusive breed of extra tender peas (S-537).

GREEN GIANT PEAS

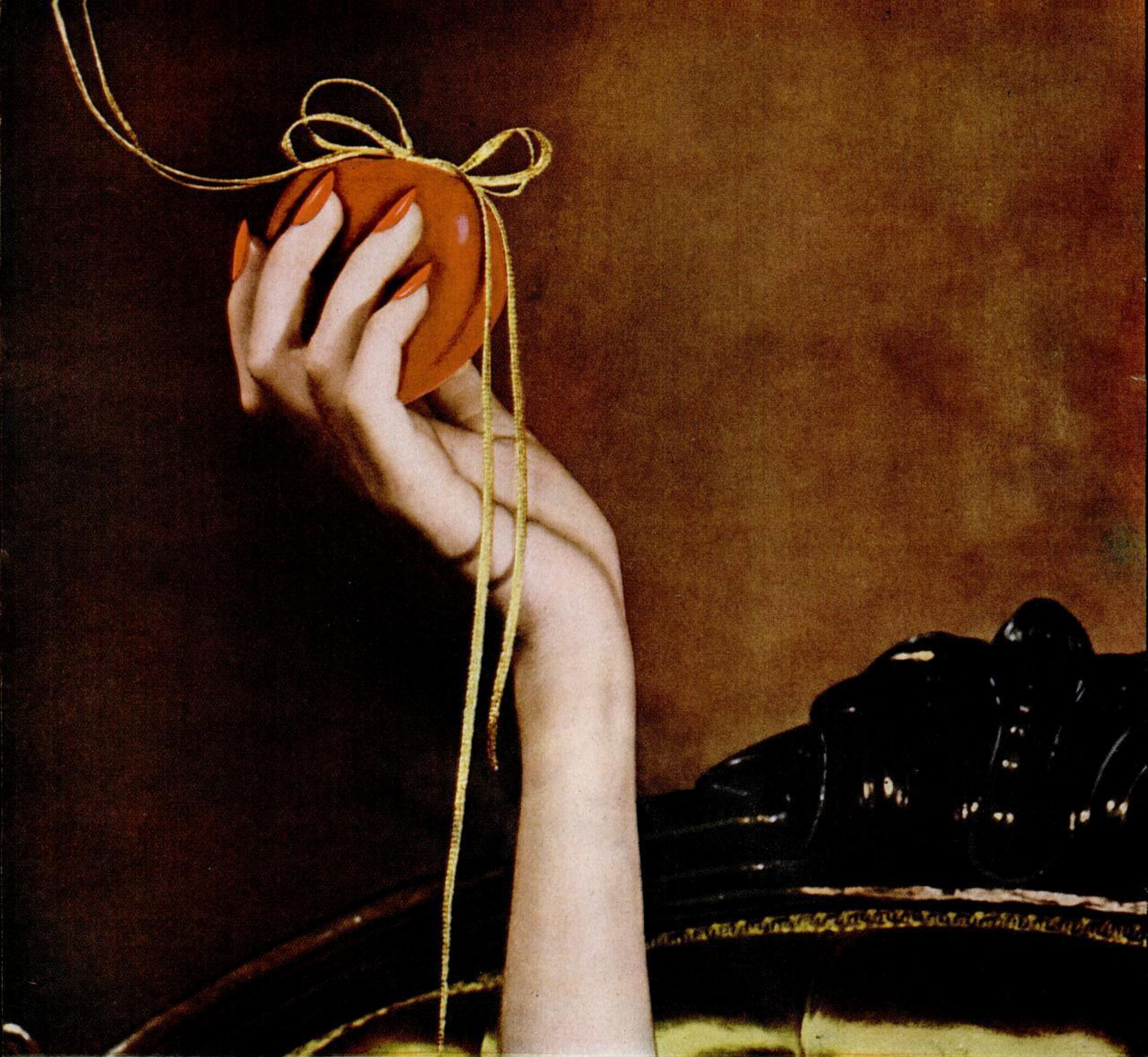
BRAND

Packed only by Minnesota Valley Canning Company, headquarters, Le Sueur, Minn.; and Fine Foods of Canada, Ltd., Tecumseh, Ont. Also packers of the following brands: Niblets Whole Kernel Corn, Niblets Mexicorn (whole kernel corn and peppers), Del Maiz Cream Style Corn and Niblets Asparagus.

"GREEN GIANT" BRAND REG. U. S. PAT. OFF. ©MVC CO.

With the
Green Giant
on the label





A face forever Eve... created for Revlon by Hurrell... Who would hazard what she means or wishes? She seems to be?

Revlon's

Most tempting new color since Eve winked at Adam —
this daring shade that's a fashion "must"
for American women of great chic.





Yet is she? . . . and fingertips and lips all red . . . provoke more questions.

altogether *new* "Fatal Apple"
I-dare-you red

Nail Enamel and Lipstick for matching fingertips and lips

Even "Fatal Apple" Face Powder is simply delicious. And as ever, Revlon's staying power is terrific!

It all started with Grandma's Recipe...

and first thing you know — Snider's Old Fashioned Chili Sauce was famous!



"Grandma'd give anybody the coat off her back," Grandpa Snider used to say, but she wouldn't part with her special recipe for Chili Sauce for anything!

You see, Grandma was mighty proud of her Chili Sauce — and no wonder! She knew how to make a sauce that tasted so different... the real old fashioned kind... nice and chunky... spiced just so with wonderful country kitchen spices... and chock-full of flavory, garden-fresh vegetables.

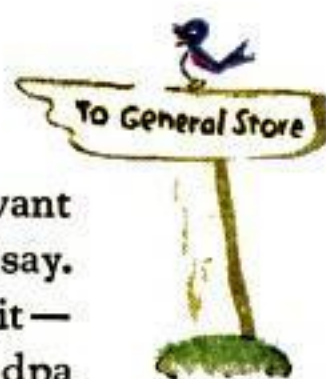


Lan's sake, to see Grandma poppin' things into her Chili Sauce kettle — you'd think she was never going to stop! Ripe red tomatoes... crisp celery... fresh green peppers... mild young onions... and all sorts of tasty flavorings.



"Doesn't pay to skimp if you want real good Chili Sauce," Grandma'd say.

Folks made such a fuss over it — every time they tasted it — that Grandpa Snider said, "You know, I've a notion people would like to buy a Chili Sauce like Grandma's down to the store."



And as it turned out — Grandpa was right. We've been putting Grandma's recipe into bottles ever since — and first thing you know — Snider's Chili Sauce was so famous, it outgrew Grandma's country kitchen — but it still has that real old fashioned flavor!

Of course lots of our Chili Sauce has gone to war — but when you do get a bottle, it's just about the best there is! So ask for Snider's Chili Sauce... it tastes like home.



The Snider Folks



Besides Snider's Old Fashioned Chili Sauce

there's a whole line of delicious Snider vegetables and fruits in can and jar



and there's Snider's Catsup, the real country style... Snider's Cocktail Sauce, so spicy and tangy ...with that *Special Snider Flavor*



If the Snider Folks put it up ... it tastes like home

THE NEW CARS

A visitor to Detroit finds he will be able to buy a 1946 version of a 1942 car by end of next summer

by GEORGE W. BENNETT

Roughly ten million Americans, including myself, are in the market for new cars. As a typical prospective new-car buyer, I went to Detroit recently to find out, among other things, when the new cars will be available, what they will look like and what they will cost. This is what I learned.

If prolonged strikes do not develop in the industry, a customer who has no special connections but who makes a rather determined effort should be able to buy a new car by late summer of next year. If he's willing to make a career out of getting a new car, he may be able to have one by June. It's likely to be two years, however, before he can walk into a showroom, as in prewar days, order the exact model he wants and expect fairly prompt delivery. The first new cars to be produced will be called 1946 models. They will not be much different from the 1942s. But they will almost certainly cost more than the 1942s did. A consensus of current speculation would put the increase at somewhere from 7% to 20% over 1942 prices. The customer who buys a 1946 automobile will find his new car dated by the fall of 1947 when the new models, referred to in Detroit as the post-postwar cars, come out. Nobody close to the automobile business believes that the '47s will be sensationally different from the '46s. There is a widespread feeling in automotive circles that four wheels and a gas tank are here to stay.

In Detroit, I approached finding out about the new automobiles in much the same way that I used to shop for a new car. I called on all the automobile manufacturers and asked about their lines. This procedure was different from the old days. It was customary, as I recall, for the salesman to take the prospect out on a trial spin. It was pretty hard to do this when I was in Detroit; the new cars just weren't available for trial spins. Also, as I recall, the salesman was an agreeable party who made an effort to excite your interest in his product. The automobile people in Detroit don't yet have anything to sell, and perhaps that is why they seemed rather less expansive than one might expect.

15,000,000 people are ready to buy

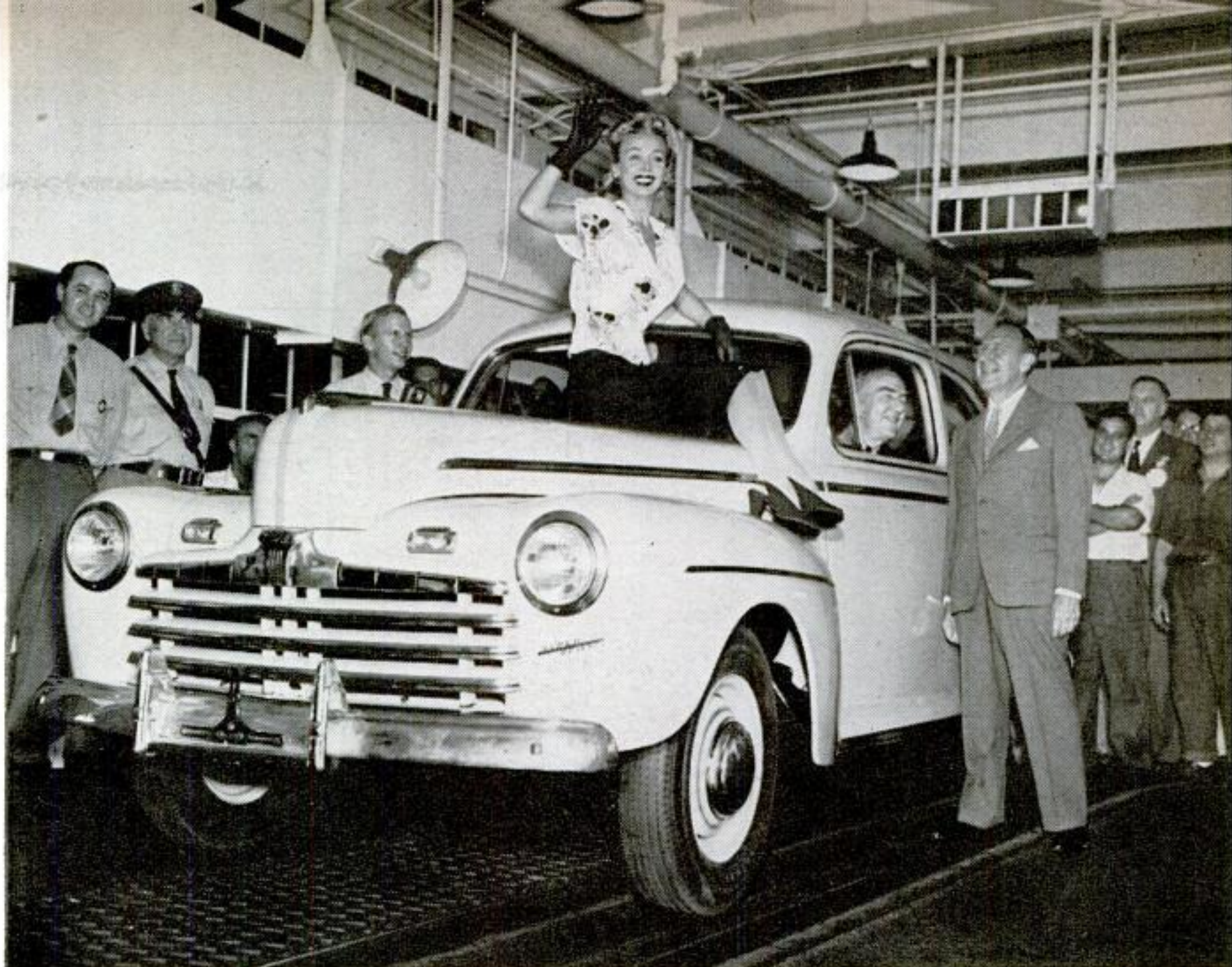
When the new cars are delivered, people who go shopping for them are not going to lack company. In 1942 there were 27,600,000 passenger cars in use in this country. There are 24,000,000 in use today. Most of the missing 3,600,000 have gone to the graveyard. An additional half-million cars are expected to wear out and be junked during the rest of this year. Approximately 9,500,000 cars now being driven have a value of \$100 or less and would normally be in junk yards. Of the 24,000,000 owners now driving cars, 15,000,000, at a conservative estimate, want different automobiles. Some 10,000,000 are waiting to buy new cars; the other 5,000,000 are in the market for a newer used car.

Until recently the industry talked about turning out around a half-million cars by the end of this year. That now looks rashly optimistic. Typical 1945 production goals include 25,000 for Buick, 4,000 for Cadillac, 8,000 for Packard and 30,000 for Pontiac. Ford, who began production on July 3, had the most ambitious plans: 80,000 cars by Dec. 31. When Ford shut down temporarily on Sept. 14 because of strikes in feeder plants, the company had built a total of 2,300 cars. Considering the current uncertainties in Detroit, it would take Nostradamus to say how many cars will finally be produced in 1945.

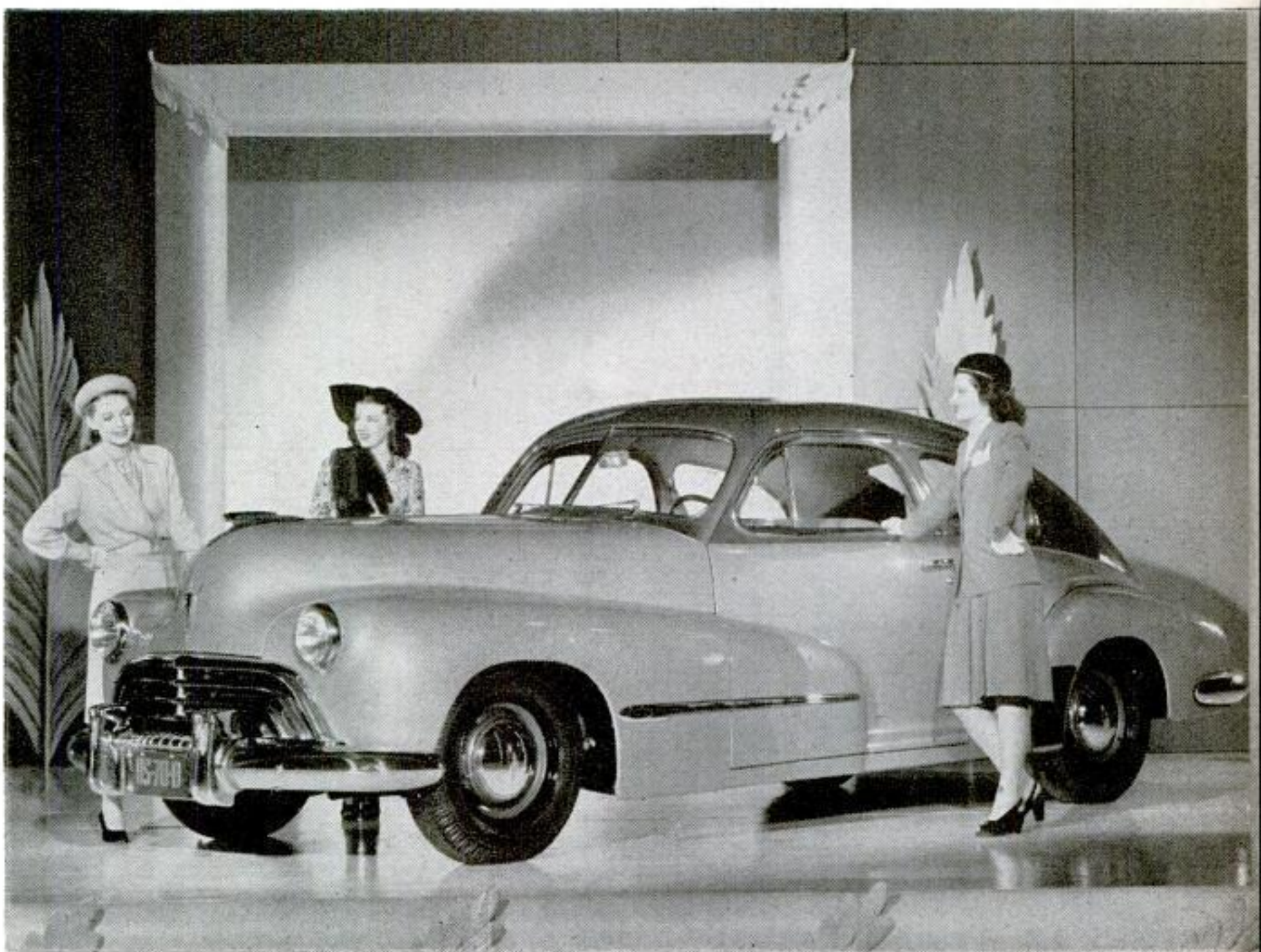
However few or many are actually turned out by Dec. 31, the total production will be a small fraction of the number that will be built next year. When the assembly lines start rolling at top speed, which sober predictions place at late spring of next year, cars will pour out in torrential volume. Ford, for example, will be building 8,000 cars a day—over 2,000,000 a year.

The other manufacturers are also planning vastly expanded production. In 1941, for instance, Pontiac built 330,000 cars; in the first year of full postwar production the company expects to build 500,000 cars. Buick will increase its total from 378,000 to 550,000,

CONTINUED ON NEXT PAGE



First 1946 Ford to be built in the East rolls off the Edgewater, N. J. Ford assembly line with Captain Eddie Rickenbacker driving and Actress Carole Landis sitting on the hood. Ford expected to produce 80,000 cars by end of the year but strikes and production kinks have thus far held production down to 2,300.



The 1946 Oldsmobile was shown off with three beautiful girls and a shiny setting strongly reminiscent of the prewar auto-show days. Like most of the new models, it is a sedan. The 1946 Hudson (below) is examined by Orville Wright (pointing). By last week Hudson had produced about two dozen new cars.



IT'S ARALAC!

Forecast of things to come! A superb Duplan mossy crepe . . . a fabric that is

50% Aralac blended with 50% Rayon . . . perfect for this Troy Stix frock

with the new rounded silhouette.



★ T.M. Reg. U. S. Pat. Off. by ARALAC, INC., a division of NATIONAL DAIRY PRODUCTS CORPORATION



Ford dealer in Connecticut advertises a short wait for new automobiles. But manufacturers admit that most customers will get no chance at new cars until summer of 1946.

THE NEW CARS CONTINUED

Studebaker from 133,000 to 300,000, Oldsmobile from 270,000 to 450,000. Hudson will hit a peak of 300,000. Packard and Cadillac will build, respectively, 200,000 and 100,000 automobiles a year. Nash, which produced 89,000 cars in 1941, would not be surprised to find itself building three to four times that many. Although Chevrolet and the four divisions of Chrysler (Plymouth, DeSoto, Dodge, Chrysler) are acting traditionally coy about future plans, there is no doubt that they will also expand to take advantage of the lush seller's market. Altogether, the industry expects to be turning out cars at the rate of 6,000,000 a year in 1946. This is nearly double the average production in the last five years before the war, and 1,500,000 more than the biggest previous year in history which, not surprisingly, was 1929.

The first cars off the assembly lines will be two-door and four-door sedans in standard colors like gray and black. These are the most popular models. Coupés will come next. It may be two months or more after a manufacturer gets into production before he begins to sandwich in a few convertibles. Station wagons, which are in the slightest demand and cost the most, will, in most cases, be last on the list. Buick is an exception. Although beginning, like the others, with a sedan, they will soon produce a new 1946 station wagon, or as Buick loftily refers to it, the Estate Wagon. Manufacturers are aware that the customers, at least in the beginning, will not be choosy about models and that nearly anything on wheels will sell. The customer will pay his money but he will not necessarily take his choice.

They will look about the same

As a rule, manufacturers will start production with their middle or lower-priced lines. Oldsmobile, a typical example, will begin with a two-door sedan in its lower-priced line, switch to a four-door sedan in its middle-priced line and move on to the same model in its higher-priced line. Nash will lead off with its "600" four-door sedan and follow with the same model in its higher-priced Ambassador line. Studebaker is concentrating on its lower-priced Champion series. In general, the customers will be offered the same number of body types and the same number of price lines as before the war. However, Ford, sometimes known in Detroit as "The Lone Ranger," has developed a new model, called the Sportsman Convertible, which will be added to the 1946 Ford line. Described as "strictly a smart-appearance job," the Sportsman Convertible features wooden panels, as on a

CONTINUED ON PAGE 68



It's the American way to grin in any fix. With shopping problems, fewer deliveries, families market as best they can — and thank their stars for Swan! If your grocer says "Sorry, no Swan" — try again soon! There's always more Swan on the way.



Babies come first. Soft little cheeks *must* have gentle care—and Swan gives it to 'em! It's pure as fine castiles! Mild as May. Lucky for mother, Swan not only agrees beautifully with baby's complexion and hers—it "babies" nice clothes, too.

NEW DISCOVERY PLEASES MILLIONS

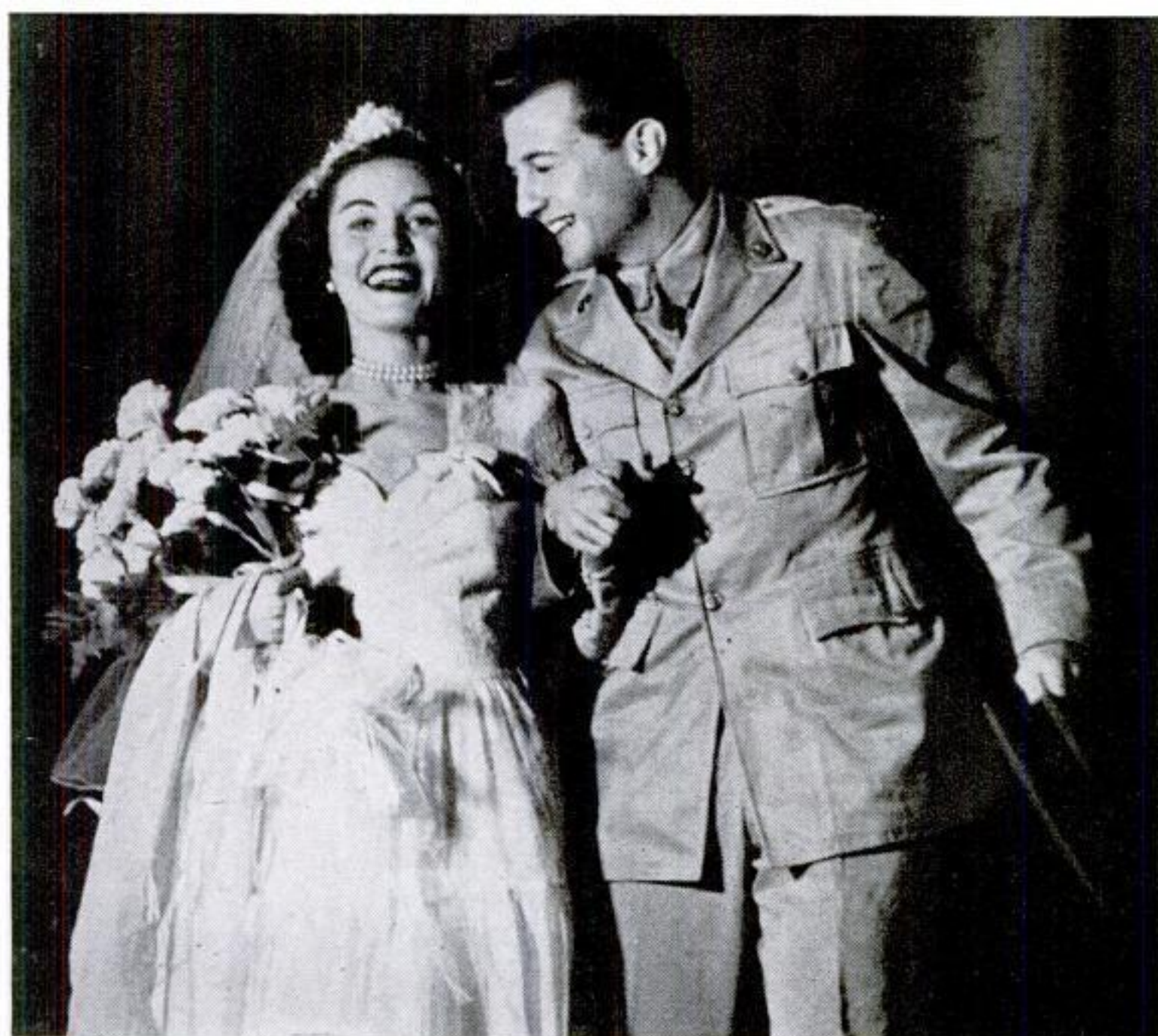
Families everywhere give sighs of relief

Folks who've been having a hard time trying to find different soaps for all their different needs —have made a happy discovery!

The wonderful, new, white floating soap—Swan

—does practically every washing job in the house! You don't have to look for all sorts of special soaps for this and that. Swan's got everything you need—all rolled up into one wonderful big bar!

This pure, mild, sudsy wonder is really *four* swell soaps in *one*—the **ONLY** soap you need for baby, complexion, dishes, or duds. Which means Swan's a mighty helpful friend these days. Look...



A flying honeymoon—then she'll tackle housekeeping. This little bride knows some smart tricks already, too. She'll speed through everything from baths to dishes with Swan. Swan's specially swell for dishes! Swishes into suds *faster* than other floating soaps. And it caresses hands with baby-mildness, too—helps 'em stay soft as satin!



Mrs. Swan keeps the family happy with daily dips—and *you'll* find your family loves daily dips in Swan soapsuds! Snap Swan in two, use half for bath, half for kitchen. Swan washes husbands or babies with equal ease. *One* wonderful, do-everything soap, instead of many different bars and packaged soaps. So ask for Swan!



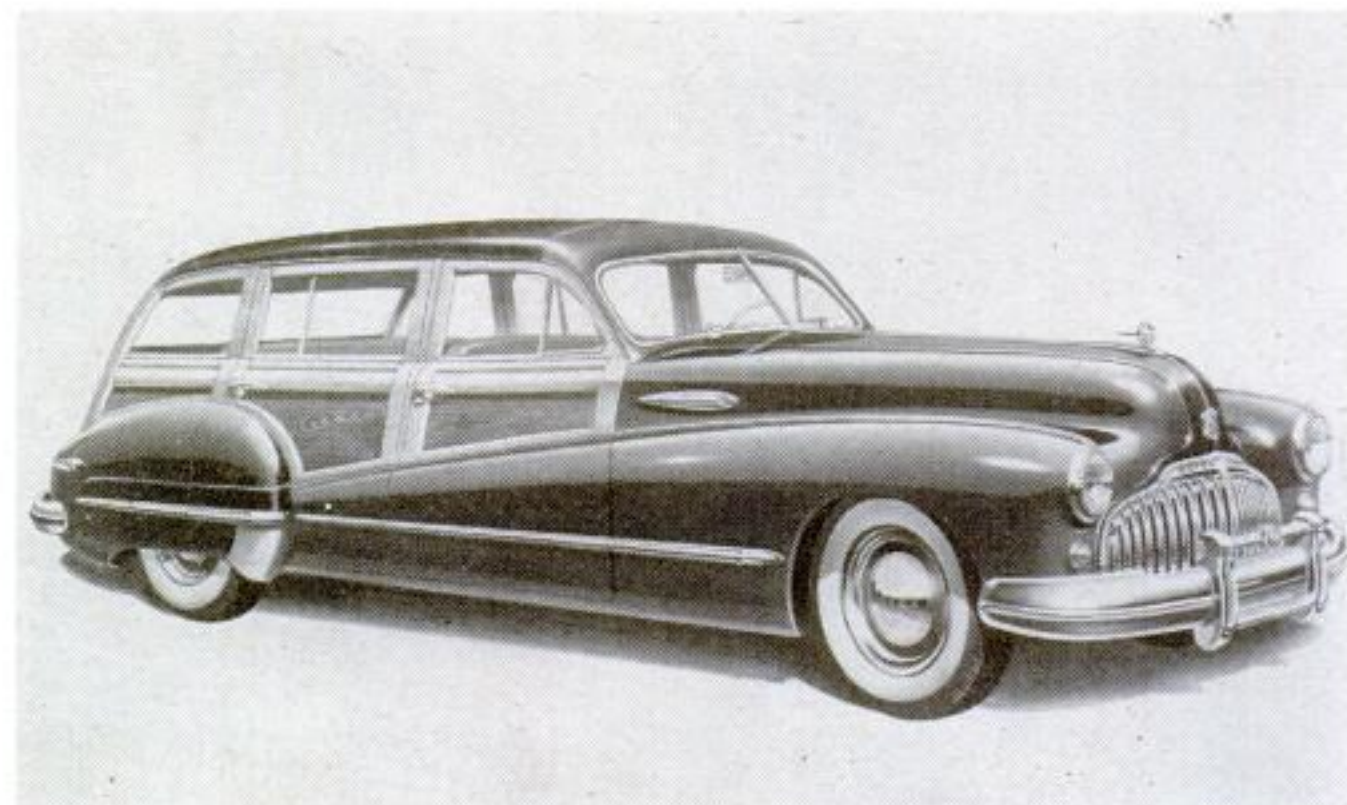
The Old West MAKES A NEW HIT!

Cowboys started it... Hickok made it a hit... now men everywhere go for Hickok Bar-H! There's the living spirit of the great free outdoors... in these handsome Belts, Braces, Jewelry and Wallets... of rugged saddle

leather, tooled in authentic Western designs!

Bar-H Belt, Western buckle, \$2.50... with horse shoe buckle, \$2... sterling steerhead Tie Bar, \$2.50... Bar-H Brace, \$1.50... bucking bronco Tie Chain, \$1.50... Bar-H Wallet, \$2.50, \$3.50, \$5.

(prices plus Federal Tax on jewelry.)



Buick Estate Wagon is one of few new cars with a really different look and one of the few luxury cars to be produced this year. Most firms put it last on their production list.

THE NEW CARS CONTINUED

station wagon, and a power-operated top and leather upholstery. It is expected to be especially popular with the high-school sporting set.

During my first couple of days in Detroit, I had a tendency, when being shown models or pictures of 1946 lines, to say something about their resemblance to the '42s, occasionally using words like "face-lifted," "warmed-over" or "refreshed." These words made my automobile acquaintances wince and look hurt, as though I had spoken unbecomingly of their mother. One of the simple facts of automotive life, however, is that the '46s bear a striking resemblance to the '42s for the good reason that the basic dies that were used to make the '42s are being used for the '46s. If the manufacturers hadn't adopted this expedient measure it is unlikely they would have been able to produce any cars at all this year. The principal exterior changes on all 1946 models have been made on the front end, particularly the radiator grille, which has generally become more massive and tends to give the cars a lower, broader appearance. Radiator ornaments have been changed on some cars and there has been considerable tinkering with the chromium. Bumpers have been "wrapped around" the fenders, bumper guards have been altered, parking lights have been refurbished and name emblems have been enlarged. In appearance, however, the '42s and '46s are about as fundamentally different as a new suit, before and after alterations.

Mechanically, the manufacturers have been at pains to point out, the '46s contain a vast number of improvements. The number of these advertised improvements ranges from a modest 27 for Pontiac and 39 for Buick to 80 for Ford and over 100 for Nash. Not a great many of these innovations will make you gasp with surprise, or, for that matter, even be visible unless you take the motor apart or crawl under the machine and carefully look around. Even then, you might quite reasonably decide that some of the advertised improvements are more important than others. On the Ford, for example, the new V-8 engine develops 100 hp where the prewar engine developed 90, and the brakes have been improved so that they require less pedal pressure. But some of the other 78 advertised improvements, such as a wider use of self-locking nuts instead of cotter pins and a tool bag made of artificial leather instead of burlap, do not seem sufficiently impressive to make automotive history.

Trade-in bids may be low

The first customers eligible to buy the new cars will be doctors, nurses, ministers and other persons with priorities. Whether they will hurry right out to buy is speculative. Since they were permitted to buy new cars during the war, it is possible that many are driving automobiles in fairly good condition and will accordingly be inclined to wait until they can get a post-war model. If this turns out to be the case, nonpriority purchasers may be able to enter the market somewhat earlier. In any case rationing of automobiles will very likely be canceled by the first of the year.

The second group to get new cars will be those who have already placed an order or who buy one from someone who has. Knowing that orders for new cars will be at a premium, numerous operators around the country have placed orders with several dealers with the intention of later turning an easy dollar as order brokers. After the first World War, orders for new cars sold for as much as \$75. In view of the current unprecedented demand, new-car orders will undoubtedly sell for considerably more than that sum in the months just ahead. With few exceptions, car dealers are going to be more interest-

CONTINUED ON PAGE 70

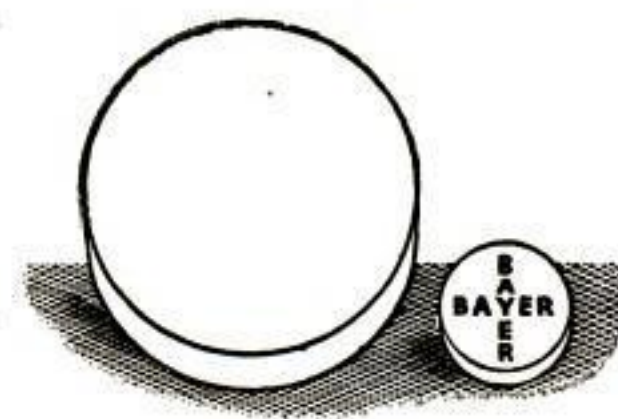
PAIN RELIEF COMES FAST WITH 2-SECOND DISINTEGRATING ACTION!



This simple test shows
why Bayer Aspirin makes
ordinary headache, neuritic
or neuralgic pain go—
in a remarkable hurry!

3 STEPS INSTEAD OF ONE

give Bayer Aspirin
its astonishing 2-second
disintegrating action!



Although aspirin powder can be purchased ready-made from outside suppliers, every grain of aspirin that goes into a *Bayer* tablet is made in Bayer's own laboratories. And, although normal size tablets could be made from aspirin powder in its original state, the process Bayer uses requires *three* steps instead of only *one*:

1. Bayer makes its own aspirin powder, tests it, compresses it into giant tablets (like the one above) 18 times larger than normal.
 2. These "giants" are crushed—reduced again to powder—which is passed through an extremely fine screen.
 3. After the "binder" is added the familiar Bayer tablets bearing the famous cross are made.
- This painstaking 3-way operation is responsible for Bayer Aspirin's astonishingly fast disintegrating action—an action *so swift* Bayer Aspirin starts to work almost the instant you take it!

Because a glass of water can show you what goes on in your stomach when you take Bayer Aspirin, you can actually *see* why this famous analgesic relieves pain with such sensational speed.

All you do is drop a Bayer Aspirin tablet in the water and watch what happens. Bayer Aspirin starts disintegrating so fast

—within *two seconds*—it's ready to go to work almost instantly.

Keep Bayer Aspirin's speed in mind when you buy. And remember, too, that Bayer is the *only* aspirin in the world with a 45-year record of successful use by millions of people. So always ask for *Bayer* Aspirin—not just for "aspirin" alone.

Always ask for
Genuine

BAYER ASPIRIN

Henry Hathaway DIRECTOR OF "The House on 92nd Street"

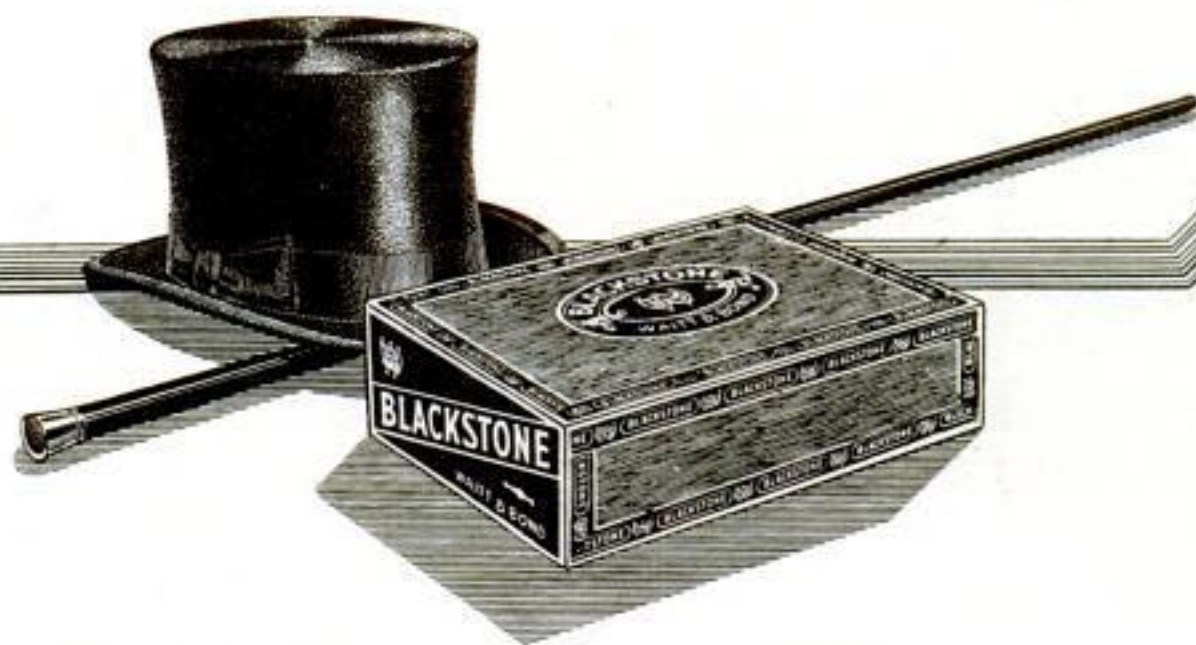
A 20th CENTURY-
FOX PICTURE



[OVERHEARD AFTER THE MOVIE]

- HE:** What a thriller! And it's a true story adapted from the files of the F.B.I.
- SHE:** It takes plenty of nerve and skill for F.B.I. men to track down spies.
- HE:** Right! I'm still excited over that picture. I think I'll light up a Blackstone Cigar and relax.
- SHE:** That's one form of relaxation you men enjoy exclusively.
- HE:** (Laughing) I'll blow some of the smoke your way.
- SHE:** Thanks! As long as it's a Blackstone, I don't mind. In fact, I think a Blackstone has a grand aroma.
- HE:** And it tastes just as grand. Because Blackstones are filled 100% with the finest long-leaf Havana tobacco grown in all Cuba.

Important, too: Blackstone Cigars are made by skilled workers in a light, airy, modern factory under the strictest sanitary conditions. No wonder Blackstone is known as "the choice of successful men." Waitt & Bond, Inc., Newark 5, N. J.



Blackstone Cigar

the choice of successful men

FIVE FAVORITE SIZES: PERFECTO EXTRA, CABINET EXTRA, KINGS, PANETELA DE LUXE, BANTAM

THE NEW CARS CONTINUED

ed in doing business with a customer who has a car to trade in than with one who wants to make a clean cash deal. The cash deal brings the dealer only his profit on the new car, which is in the neighborhood of 25% of the purchase price. When a dealer takes a car on a trade-in, he can, of course, augment his profit with what he clears from selling the used car. Furthermore, dealers will not have to offer high prices on trade-ins to get all the business they can handle. It will be at least three years before the customers can revert to their old pre-war practice of playing one dealer against another in the hope of making a sharp deal.

Although practically everybody in Detroit appears to be a self-acknowledged expert in the automotive line, nobody seems to know definitely what the new cars will cost. Even before the U.A.W. declared its intention of getting a 30% wage boost, there was a general belief in Detroit that there would be an increase in new-car prices, running possibly from 7% to 10% over '42 prices. If wages go up, the manufacturers say, speaking with a determination that borders on belligerence, prices of cars will go up, although not necessarily in the same proportion. There are many intangibles. One is the price that Ford puts on his new cars. When I was in Detroit, there was an interesting rumor to the effect that Ford was planning to announce, on one day, that he would sell his new cars at 1942 prices, and on the next day, that he was raising wages. All rumors and speculations concerning prices are, however, subject to change without notice. About all the customers can count on, it seems, is that cars will cost more than they did before the war.

Before going to Detroit I had read that Henry Kaiser, the ship-builder, was going into the car-manufacturing business and I was curious to look into this development. My curiosity, I found, was not matched by anybody I talked to in the established motor concerns. Without exception the people I saw looked upon the advent of Kaiser with tremendous disinterest. A typical reaction was that of an executive in one of the concerns, who explained the general apathy by saying, "See that fly up there on the ceiling? He's not bothering us much, is he? Well, that's about how much we're bothered by Henry Kaiser." This lack of interest is not necessarily a reflection on Henry Kaiser, or on Joseph Frazer, a veteran automobile executive who is president and general manager of the newly formed Kaiser-Frazer Corporation. Local historians recollect that the same kind of chilly, hostile reception was accorded Walter P. Chrysler when he began making automobiles 20 years ago. The widespread low-pressure reaction to Kaiser-Frazer is, rather, a reflection of what picture postcards call the motor capital of the world. Still a frontier town—provincial, smug and brassy—Detroit looks on all newcomers with a jaundiced eye.

The Kaiser will sell for under \$1,000

In spite of the general disinterest, I went out to the Kaiser-Frazer headquarters. Temporarily installed in the old Graham-Paige factory, they were not overly impressive, but the company has since taken a five-year lease on the Willow Run plant and will presently move there. For the present it will build two types of cars: the Kaiser and the Frazer. Both cars will be full-size, six-passenger automobiles. Both will be more or less conventional in appearance. Designs for the Frazer have been completed and the company is talking about delivering these to dealers by March of next year. The Frazer will sell in the medium-price field, roughly in the price bracket with Dodge. The company expects to begin delivering the Kaiser, a low-price car that will sell for less than \$1,000, by June 1946. Commenting on reports that the Kaiser would have a rear-end engine, Joseph Frazer has said that the chances of this are "about 50-50."

There is at least one place in the U.S. where motor vehicles are really coming off an assembly line and that is at the Willys-Overland plant, incubator of that piece of Americana known as the jeep. The Willys plant is in Toledo where I spent a day. The company is producing the civilian jeep—a combination light truck, tractor, mobile power unit and passenger conveyance which sells for \$1,090—at the rate of better than 100 a day. With 30,000 orders on hand, a promising foreign market, especially in Russia and China, and blessed with incalculable international goodwill, everyone at Willys is in a very rosy frame of mind. While the company has given production preference to the jeep, Willys is set to begin production next year of a full line of light-weight, low-cost, gas-saving passenger cars designed by Delmar G. ("Barney") Roos, chief designer of the jeep. There is some possibility, which many of the company's best friends hope is faint, that the new line of cars will be called jeepsters. On exhibition at the Toledo plant is the company's current pride—

CONTINUED ON PAGE 72



N

S

trade winds

Like a clean wind blowing across oceans and continents,
the urge for profitable exchange ever restores the healthy life of trade
...restores, too, the craving for finer things, the amenities of fashion.

And so once again the world of style will be enriched by the

outstanding patterns and colors of Stafford Fabrics...those finer fabrics identified

by the Stafford Stallion, woven in Pennsylvania and printed in the little Connecticut
town for which they are named. Stafford Fabrics...fabrics with a pedigree.

GOODMAN & THEISE, INC., 16 East 34th St., New York 16, N.Y., Stafford Springs, Conn., Scranton, Pa.

f a b r i c s
by
s t a f f o r d



fabrics with a pedigree

Yesterday...

TODAY...

Tomorrow



THERE'S NO GIN LIKE GORDON'S

BECAUSE OF LIQUEUR QUALITY
and HIGH PROOF (94.4)

Drinks never taste thin with
GORDON'S GIN

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle ...100% NEUTRAL SPIRITS DISTILLED FROM GRAIN • GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

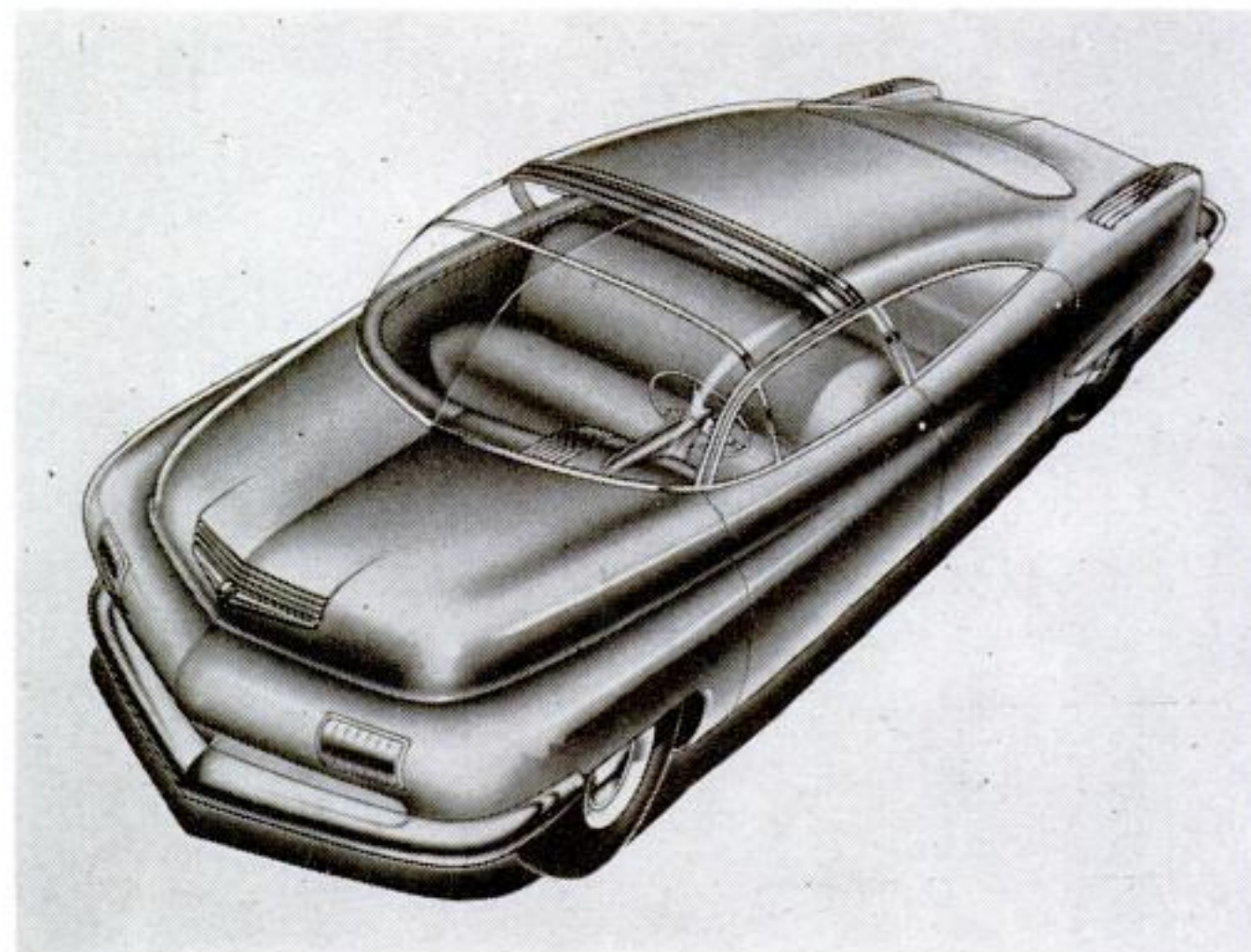
THE NEW CARS CONTINUED

the fire-fighter jeep, a compact fire-fighting machine which will sell for less than any regulation fire engine on the market. Painted red, with brass fittings, the fire-fighter jeep is fully equipped with pump, hose, nozzles and extinguisher, and a 500-gallon-per-minute pump and two lengths of suction hose to draw water from reservoirs and creeks. It is designed for use in industrial plants and as an auxiliary unit for rural and urban fire companies. In the city it will be able to get to a fire and hold the blaze under control until heavier and less maneuverable units arrive. Among its other accomplishments, the fire-fighter jeep climbs stairs.

No report on the new automobiles would be complete without a few words about the car of the future. These few words are easy to come by in Detroit. They are contained in two standard aphorisms, which automobile men generally use to answer questions about the 1947 models and other cars of the near future. Aphorism No. 1: "If we knew what the car of the future was going to be, we'd be building it now." Aphorism No. 2: "The automobile industry is evolutionary, not revolutionary." More supercilious than instructive, these remarks provide a kind of negative indication that we, as customers, need not expect much radical change in automobiles. Members of the industry are firmly of the opinion that the public doesn't want change. They point to the nearly disastrous careers of the Airflow Chrysler and what they call the pregnant Buick as unmistakable signs that anything approaching radical innovation in design is foredoomed to failure. (It's possible, of course, that the customers didn't take to the bulging Buick and Chrysler, not because they are set against new design but simply because both these designs were plain ugly.)

In spite of the deep-seated prejudice against change common in Detroit, there will be substantial improvements in the automobiles of the near future and some of the established manufacturers will even make completely new cars. Beginning with the 1947 model year, for example, Ford will start producing, in addition to two lines of Mercurys and three of Lincolns, one brand new car. The new car doesn't yet have a name. It is referred to now around the company as "the little one." The Ford little one will be a low-priced, full-sized, light-weight automobile, powered by either a four-cylinder, five-cylinder or eight-cylinder engine. "It will carry no unnecessary gadgets," Ford officials say, and add that it is intended "to provide transportation and nothing else." The price of the little one, the company says, will be from 15% to 25% less than that of the cheapest Ford in the deluxe, or lower-priced, lines. On the basis of 1942 prices, the little one would thus sell in the neighborhood of \$575.

If Ford builds a new low-cost car, the chances are that General Motors will do the same and possibly Chrysler, too. Besides the new small cars, there will be changes in the conventional models. Three that are regarded as inevitable are the universal adoption of automatic transmission to eliminate the gear shift and clutch pedal, a reduction in weight, and improvements in windshield and window design which will give the customer a somewhat better than even chance of seeing where he is going. It would be a mistake to predict that these changes will come suddenly or altogether. The automobile industry will work out these problems in what might be described, if I may coin a phrase, as an evolutionary, rather than a revolutionary, manner.



The dream car has no place in industry's present plans. This one, projected by Designer William Flajole, eliminates blind spots on windshield, does away with door handles.



Gladys Swarthout

reveals the full emotional power of Tchaikovsky's poignant and beloved song, **NONE BUT THE LONELY HEART**

"None but the lonely heart can know my sadness"... Words sadly, profoundly beautiful—melody poignant and yearning—this is Tchaikovsky's most beloved song. And never have you heard it sung with more beauty and understanding than by Gladys Swarthout in her new RCA Victor Record.

Listen... and be thrilled... as the magic of Miss Swarthout's voice evokes the sombre, golden beauty of the song in all its tenderness and deep sincerity.

On the reverse side of the record, Miss Swarthout sings the Prayer from Tchaikovsky's *Moscow Cantata*, an unusually stirring performance. The velvet beauty of Miss Swarthout's voice has been captured with concert-hall fidelity.

Radio Corporation of America, RCA Victor Div., Camden, N. J.



Look for this attractive display at your RCA Victor dealer's, or ask for RCA Victor Red Seal Record 10-1166, 75¢.

BUY VICTORY BONDS

Listen to The RCA Show Sundays at 4:30 p.m., Eastern Time, NBC



Karl Krueger
conducts the Detroit Symphony Orchestra in the overture to Offenbach's *Orpheus in Hades*. RCA Victor Record 11-8761, \$1.00.

OTHER
GREAT NEW
RCA VICTOR
RECORDINGS



Robert Shaw
conducts the "On the Town" Orchestra and the Victor Chorale in hit songs from *On the Town*. Ask for Album M/DM 995, \$3.50.

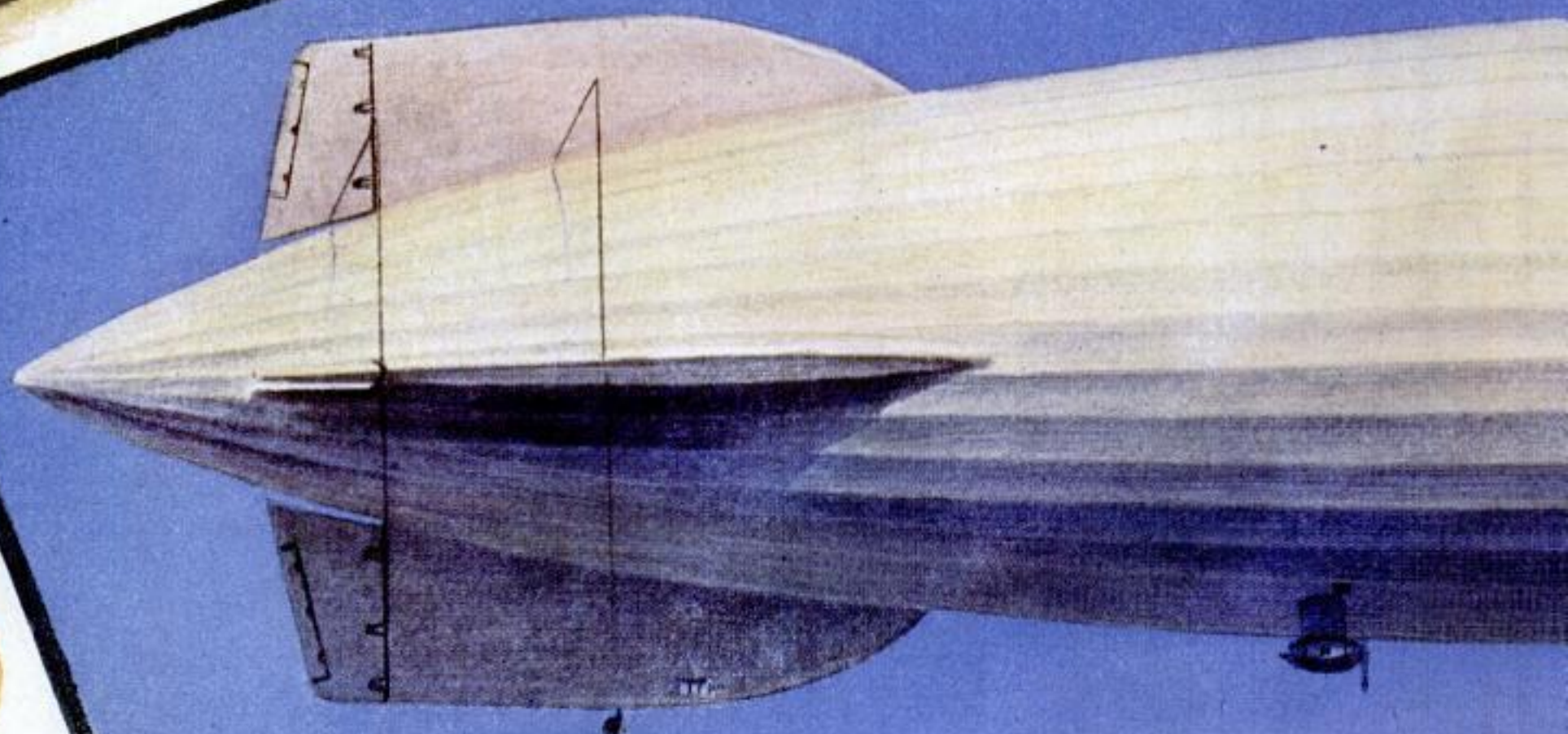
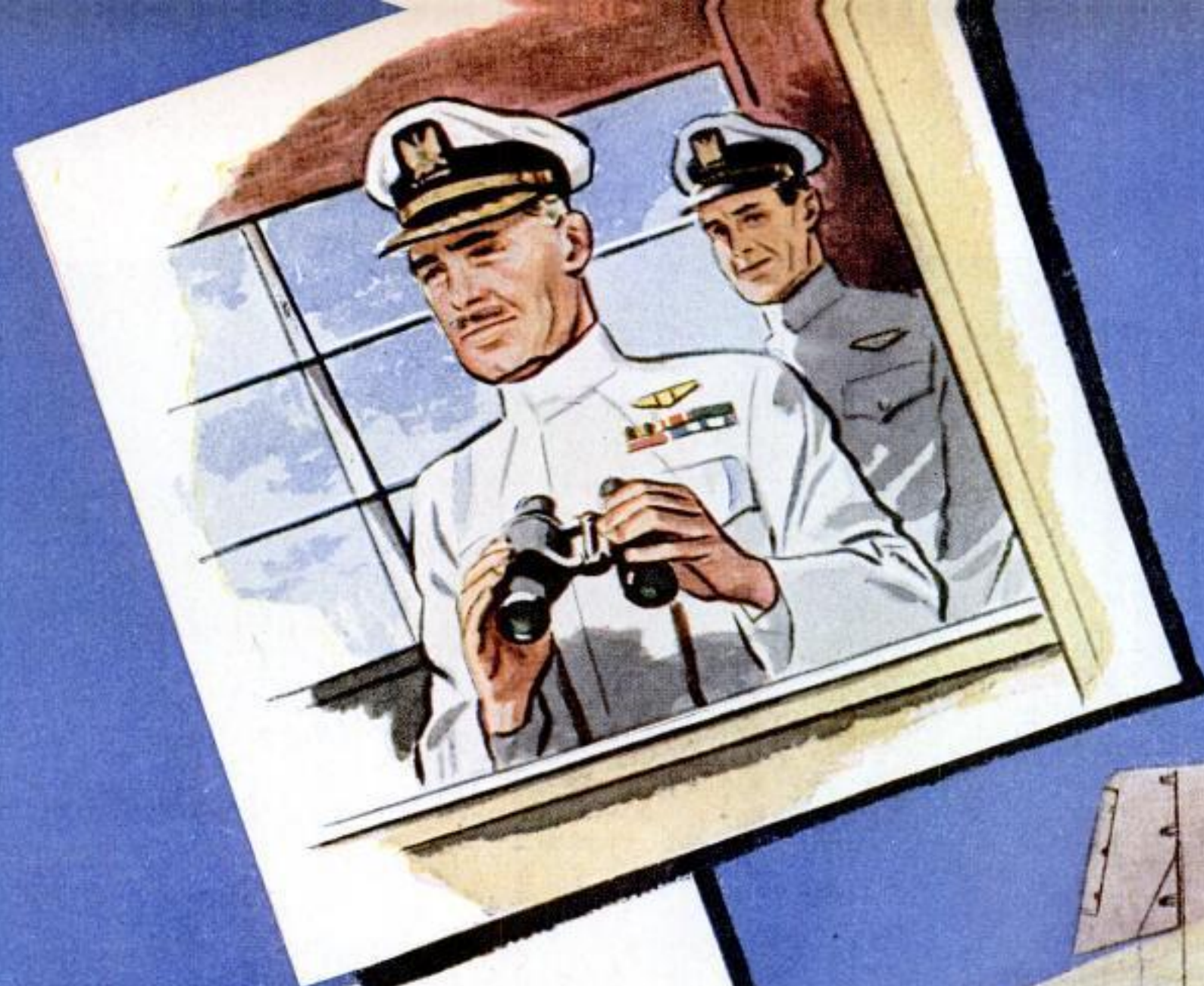
ALL PRICES SHOWN ARE SUGGESTED LIST PRICES, EXCLUSIVE OF TAXES

THE WORLD'S GREATEST ARTISTS ARE ON



RCA VICTOR RED SEAL RECORDS

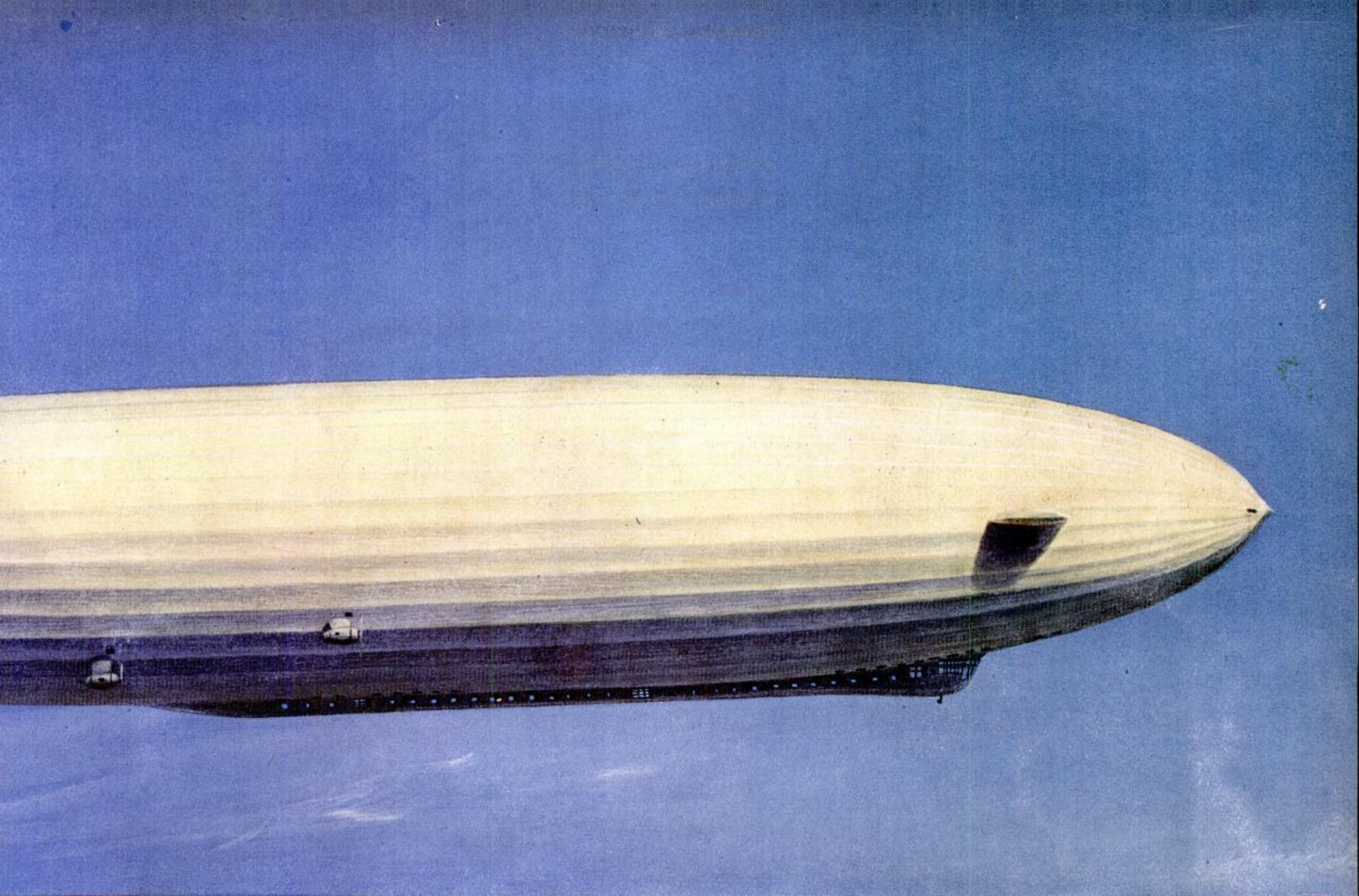




There goes your London Express

● It's designed to carry 112 passengers in
luxurious comfort—with large staterooms,
gay salons—many other features of a deluxe
ocean steamship and three times the speed!





SOME day you can go to Europe in a giant, 950-foot airship just like this. You'll soar along quietly, smoothly—at comfortable altitudes. Your crossing will take about 40 hours—glorious hours—of entertainment, delightful cuisine, luxurious relaxation. *And the modest cost will add another happy surprise!*

Great rigid airships are not a new dream of overseas transportation. They were the first passenger aircraft to fly around the world—made well over 100 safe Atlantic crossings in days when this feat was considered miraculous. Even the smaller, non-rigid airships of the Goodyear "Blimp" Fleet flew for 16 peacetime years without a single passenger accident. Then the U. S. Navy commandeered them—and ordered many more for use in World War II. By now you've seen the

mighty records of these Navy Patrol Airships—and how they helped drive enemy submarines away from our ships and shores.

Again and soon, America can bring civilian travelers these luxurious giants of the sky—bigger ones, safer ones, than ever before. For America has the only safe lifting gas—non-inflammable, non-explosive *helium*. And Goodyear has 35 years' experience in designing, building and flying lighter-than-air craft. Today, your Navy has thousands of trained pilots and crew men—equipped to take on the greatest airships ever conceived.

Put airships in your travel picture—your overseas vacation plans. Not as competitors of speedy stratosphere planes, nor leisurely steamers—but as essential transports with a field all their own.

In two World Wars, airships have served as a vital adjunct to America's airpower. They can also augment our peacetime air superiority—commercially, as merchantmen and world travelers—militarily, as guardians of our coasts and sea lanes.

AIRSHIPS CAN HELP KEEP AMERICA FIRST IN THE AIR!



GOODYEAR AIRCRAFT CORPORATION
AKRON OHIO • LITCHFIELD PARK, ARIZONA



DOCTORS PROVE 2 out of 3 women can have Lovelier Skin* in 14 Days!

14-DAY PALMOLIVE PLAN TESTED BY 36 DOCTORS ON 1285 WOMEN WITH ALL TYPES OF SKIN!



"My complexion had lost its soft, smooth look," says Mrs. Edmund Hallowell of Philadelphia. "So I said 'yes' when I was invited to try the new 14-Day Palmolive Plan—along with 1284 other women of all ages—from fifteen to fifty! My group reported to a leading Philadelphia skin specialist. Some of us had dry skins; some oily; some average. After a careful examination, we were given the plan to use at home for 14 days.



"Here's the Palmolive Plan: I washed my face 3 times a day with Palmolive Soap. Then—each time—for a full 60 seconds—massaged onto my skin Palmolive's lovely soft lather, as you would a cream. Then rinsed. This cleansing massage brought my skin the full, beautifying effect of Palmolive's lather. After 14 days, my doctor agreed my complexion was brighter, fresher, smoother. You must try this wonderful 14-Day Palmolive Plan for *your* skin!"

YOU, TOO, may look for these skin improvements in only 14 Days!

* LESS OILY CLEARER!



"My skin became less oily," Esther McTighe, Cambridge, Mass., reports. Excessive oiliness often leaves skin blotchy-looking—robs it of that clear, lovely look. The 14-Day Palmolive Plan brought actual definite gains to 89% of 367 women who had oily skin. See if it won't help *your* skin become less oily—clearer.

* LESS COARSE-LOOKING SMOOTHER!



"Skin less coarse-looking in 14 days!" says Dorothy Seidman of Chicago, Ill. The 36 doctors reported almost two-thirds of all the women tested had smoother—actually finer looking skin. Reason enough for every woman who longs for a younger looking complexion to start the Palmolive Plan today!

* FEWER TINY BLEMISHES!



Tiny blemishes—incipient blackheads, often caused by improper cleansing, respond in most cases to the 14-Day Palmolive Plan. "My skin improved a lot," says Betty Gordon of New Orleans, La. The doctors found finer looking, clearer skins in over half the cases tested. See what Palmolive can do for you!

* FRESHER, BRIGHTER COLOR!



"Skin fresher, actually less sallow!" says Mae McCormick of San Francisco, after testing the 14-Day Palmolive Plan. The 36 examining doctors report this same important improvement for 2 skins out of 3 among the 1285 women. See if this Plan won't bring you fresher skin—and in only 14 days!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!



NOW!..Palmolive comes in a New, Big Bath Size, too!

Try it—for tub or shower. It's solid. Thrifty. Long lasting. And how a man enjoys its rich, generous lather!





THE MEDIUM, MME ARCATI, IS A ROBUST SPINSTER IN A RED VELVET GOWN WHO BICYCLES BRISKLY TO THE SEANCE WHERE THE GHOSTLY TROUBLES START

MOVIE OF THE WEEK:

Blithe Spirit

Noel Coward's comedy about ghosts is made into a spry British film

B*lithe Spirit* will remind Americans of the *Topper* films, being full of prankish ghosts and auto accidents. It will also surprise many Americans who consider all English films plodding and hard to understand. This new British movie is based on Noel Coward's play about a novelist who is heckled by galloping ghosts. A spry, sophisticated, fanciful film, it is an impressive first effort on the part of J. Arthur Rank, Britain's millionaire producer (*LIFE*, Oct. 8), to crack Hollywood's tight grip on the U. S. film market.

In Technicolor considerably more subdued than

Hollywood's, *Blithe Spirit* tells the tall tale of a writer whose plans to write a book on spiritualism go utterly awry when the ghost of his first wife comes back to plague him. The ectoplasmic monkeyshines of wife No. 1 haunt the writer, who can see her, and harass the writer's second wife, who cannot. From there on the plot whips fantastically along to a fantastic climax.

To catch the spirit of the film, *LIFE* asked Herbert F. Roese, artist who illustrated many of Thorne (*Topper*) Smith's books, to sketch his impressions of *Blithe Spirit*. His drawings of the film appear here.

*There is
Only One*

Don Hutson

Don Hutson of the famous Green Bay Packers was the unanimous all-league selection 8 out of 10 years—the last 7 successively. Don Hutson scored 726 points in league football; caught 442 passes, for a yardage gain of 7,176 yards; and scored 94 touchdowns on passes alone.



*There is
Only One*

Jockey

REG. U. S. PAT. OFF.



Jockey Short

The comfort features found only in Jockey's patented Y-Front construction have made Jockey internationally famous as the underwear that ended "Squirming." Jockey is scientifically designed with a knowledge of masculine support requirements, in a soft, comfort-giving, knit fabric. Only Jockey has the "friendly" pouch structurally perfected for gentle, bracing, buoyant uplift. The convenient No-Gap opening . . . the bulkless crotch . . . and the smooth seams ingeniously placed for freedom of action without chafing or binding are other famous Jockey exclusive features for additional masculine comfort. War restrictions have somewhat disorganized our industry, from the spinning of the yarn through to the packaging and pricing for civilians. As these difficulties are solved in the good American way—Jockey will be back in greater quantity than ever before. But—no other garment should be substituted when you ask for Jockey. If you have to buy other makes before Jockey returns, you will be doubly convinced that only Jockey has these necessary comfort features.

THERE'S ONLY ONE JOCKEY . . . It's Patented

Coopers INC.
KENOSHA WISCONSIN



Jockey Underwear

REG. U. S. PAT. OFF.

Trade Marks Reg. U. S. Pat. Off.

"Blithe Spirit" CONTINUED



A seance is arranged by Charles Condomine (Rex Harrison) with Medium Arcati (Margaret Rutherford) to get material for a book. Ruth (Constance Cummings, right), his second wife, helps guest hold down table when medium makes it jump.



The ghost of Condomine's first wife, Elvira (Kay Hammond), wearing filmy gown, abruptly enters the room. Dead seven years, she has come back to earth as a result of the seance to see her husband. Only Condomine can see and hear Elvira's wraith.



Charles has a problem trying to explain to Ruth that he can really see the ghost of his first wife, whom Ruth cannot see. Ruth at first thinks Charles is crazy, but finally decides he is just drunk or hung over. Elvira mischievously enjoys whole thing.



To prove her presence to skeptical Ruth, Elvira picks up a flower bowl. Seeing the bowl float about, Ruth accepts the ghost. But she hates Elvira for disrupting her life. When Elvira wants to return to the "beyond," the medium cannot get her back.



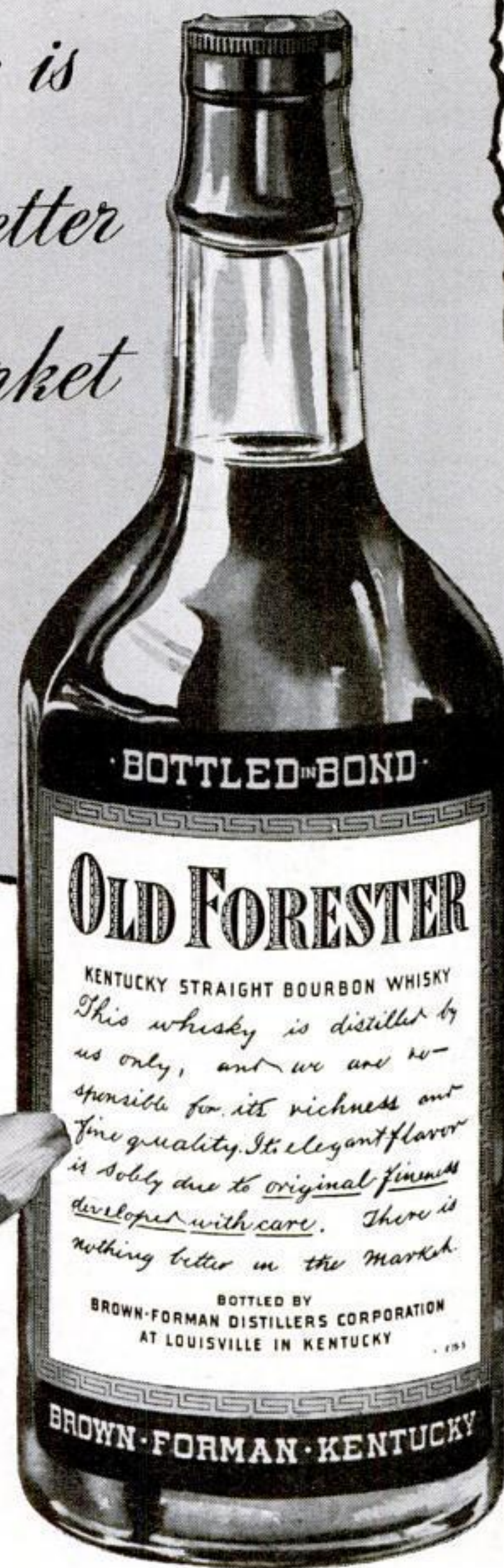
An invisible auto driver baffles a traffic cop who watches the car driven by Elvira. The wraith is hatching a plot to kill Charles so he can keep her company in spirit world, which she feels will be lonely. But plan misfires and Ruth is killed instead.

CONTINUED ON NEXT PAGE

Time has proved-

..... there is
nothing better
in the market

1945
Diamond Anniversary...
One Family—One Tradition
for 75 Years



Famous

OLD FORESTER

KENTUCKY STRAIGHT BOURBON WHISKY • 100 PROOF

America's Guest Whisky

BROWN-FORMAN DISTILLERY CO., INC. • AT LOUISVILLE IN KENTUCKY

© 1945—B. F. DIST. CO., INC.

VITAMINS

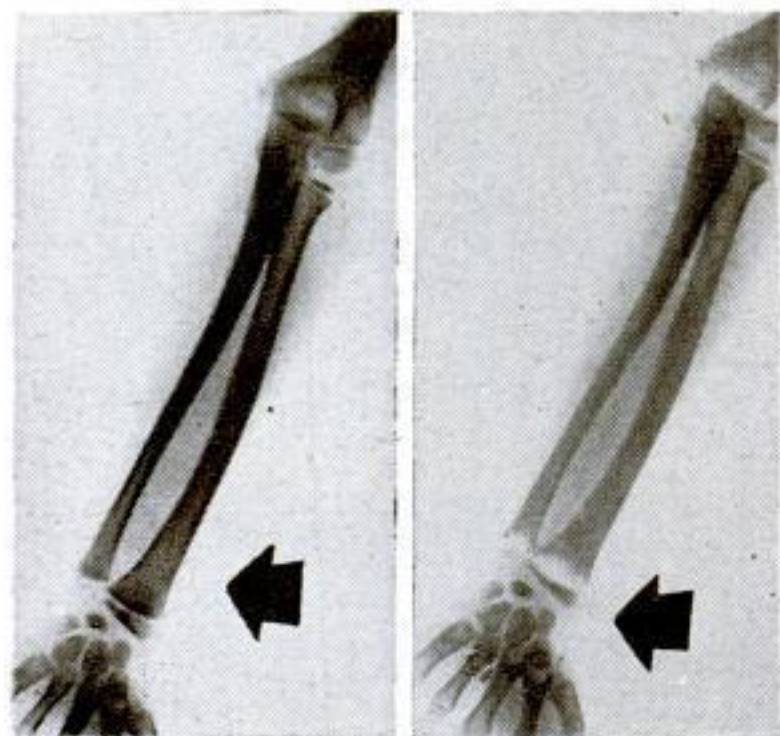
Seen in new perspective.

Few are the Americans who do not appreciate the part that essential vitamins play in human welfare and nutrition. But with all this emphasis on vitamins, many nutrition experts feel that the importance of mineral supplements in the diet has perhaps been slighted.

Vitamins alone, even in sufficient amounts, are not enough, they say. It is equally important to get your vitamins accompanied by the minerals that are needed to put vitamins to full use.

Minerals as important as vitamins

A case in point is the body's use of two essential minerals, Calcium and Phosphorus. Ample supplies of these help promote sound teeth, bones and body tissues and are beneficial to the muscles. Furthermore, these important minerals require the presence of Vitamins C and D to accomplish their purpose completely.



BONE TISSUE PICTURED
With and without sufficient Calcium

Another good example of the interrelationship between minerals and vitamins is the case of Vitamin C and Iron. Iron is necessary for good red blood that in turn helps maintain the energy processes of the body. Likewise, the blood-forming mechanism of the body also requires adequate amounts of Vitamin C.

So again we see that vitamins alone are not enough; that certain vitamins play their full role only in the presence of certain minerals—and vice versa.

Millions deficient

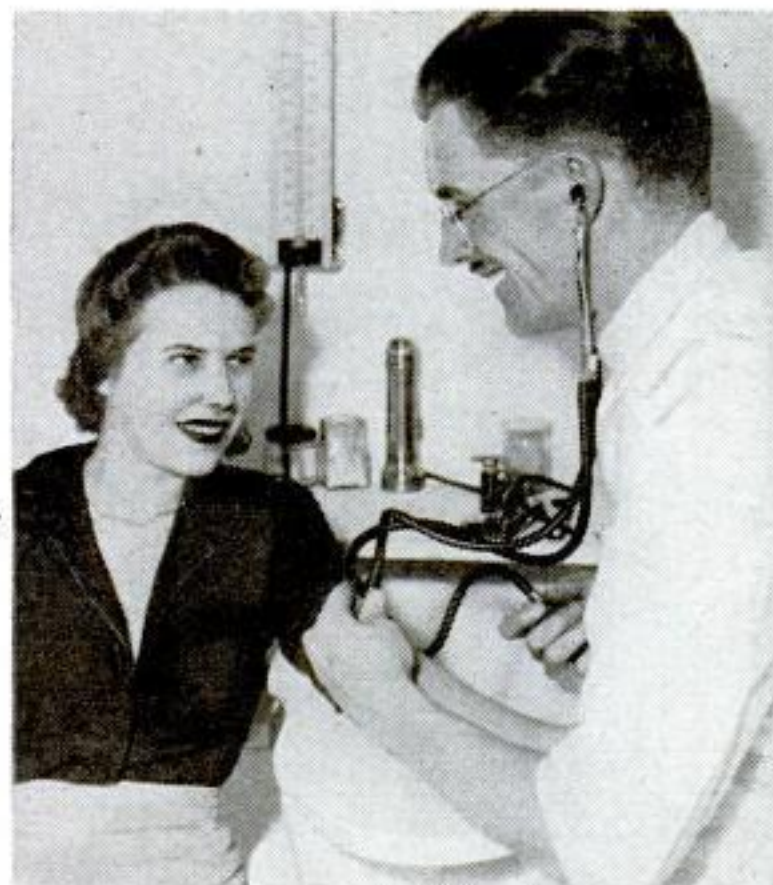
Now in the face of this well-established need for vitamins and minerals both, there was found to exist in America a situation which to many may be almost unbelievable.

An exhaustive survey of national eating habits released by the United States Department of Agriculture disclosed that millions of American families were not getting sufficient vitamins and minerals from their meals. These findings were confirmed by other independent surveys.

Reasons for this are many. Lots of people tend to eat for taste rather than for food value. Few of us are dietitians enough to choose perfectly balanced meals.

Moreover, poor soil conditions, transportation, storage and cooking—all rob foods of their natural vitamins.

Thus it is obvious how wise are those people who take a dietary supplement regularly; and how vitally important it is



GOOD RED BLOOD
Needs adequate Iron for hemoglobin

that this dietary supplement contains, along with all the essential vitamins, all the commonly lacking minerals as well.

Of the 7 leading brands, only Vimms has both

Vimms were specially developed to help correct such prevalent vitamin-mineral dietary deficiencies. Vimms give you all the vitamins that Government experts and doctors recognize are essential in the diet; also all the most commonly lacking minerals: Iron, Calcium and Phosphorus.

The Food and Nutrition Board of the National Research Council has adopted



THREE VIMMS DAILY AT BREAKFAST
Bring average diet up to par

Recommended Daily Allowances for vitamins and minerals. Three Vimms daily will raise the average diet of children and adults up to or above these Recommended Daily Allowances.

VIMMS

"Blithe Spirit" CONTINUED



Two ghosts now haunt Charles, for Ruth's wraith has come to join Elvira. Mme Arcati tosses twigs from stepladder top as she frantically tries bizarre schemes to get rid of them. But orthodox methods get the medium nowhere and the girls stay.



By hypnotizing the poker-faced maid, whose head has been banged by a cavorting ghost, the medium uses her to send both ghosts back to spirit world. But as Ruth and Elvira float out French windows, they protest loudly at leaving Charles behind.



Charles finally joins his wives after Ruth and Elvira put a double hex on his car, send it crashing off bridge where they now sit, waiting to greet their joint husband's ghost. Crack-up kills Charles as planned. All three presumably are happy ever after.



...more than any other human being!

THE voice of Bing Crosby probably has been heard by more people than the voice of any other human being who ever lived.

Why? What magic is there in one man's song to make *millions* buy his phonograph records?

We think it's because the big, full, friendly voice of Bing Crosby is so unmistakably American. A voice that can laugh at America's jokes... exult in America's triumphs... ring out our faith and hope... whisper our love songs.

It *does things to you*, this voice. You thrill to its vibrant power in "God Bless America"... You chuckle when it says, "Good, Good, Good"... You drift into a pleasant kind of day dream when you hear "Too-ra-loo-ra-loo-ral" in that warm, soft voice.

You feel good inside when it sings "White Christmas"... and "Baía" puts a faraway look in your eyes.

It *does things to you*... takes you to Hawaii, the cowboy country, the old South... to a dozen foreign lands!

It never pretended to be a great voice in the operatic tradition. Yet it sings every song as if that song were the best one ever written.

You never heard it go high-hat or formal.

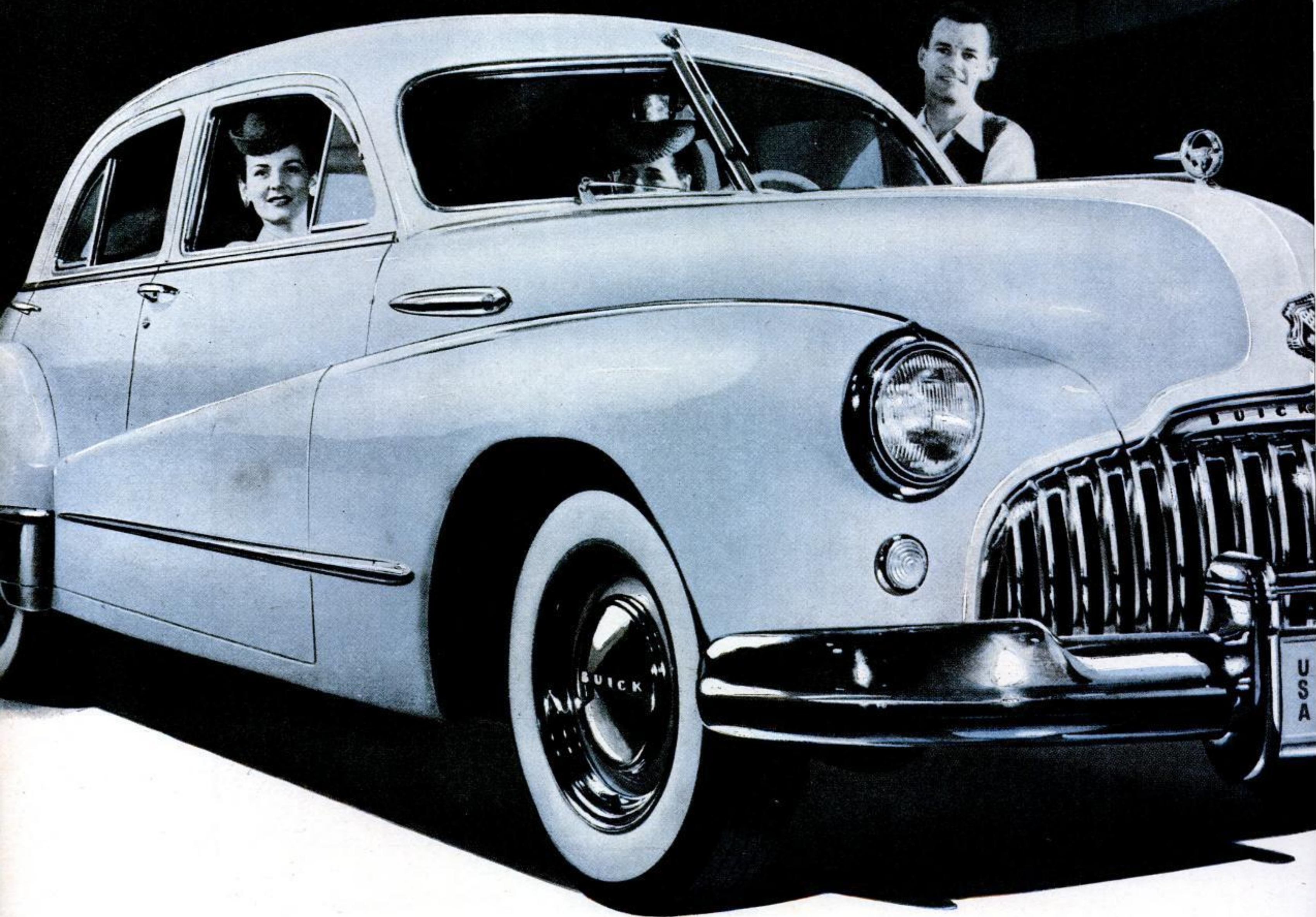
You've always been able to understand every word it sings.

We're proud that Bing, like many another of your favorite entertainers, records exclusively for Decca.

Because, you see, we've set ourselves to the task of bringing you the kind of music you like best—played and sung the way you like to hear it.



DECCA RECORDS



It's Big-It's Beautiful-It's

THIS, we reasoned, is no time to offer folks a car that stops with artful face-lifting.

It has been nearly four years since our last new Buick was built — it wouldn't be shooting square now to give you less than our honor-bright best.

So we overhauled our whole factory to advantage it with the latest in war-developed machines and processes.

We scoured the country for the stoutest metals anyone can buy today.

We set ourselves precisions that in some

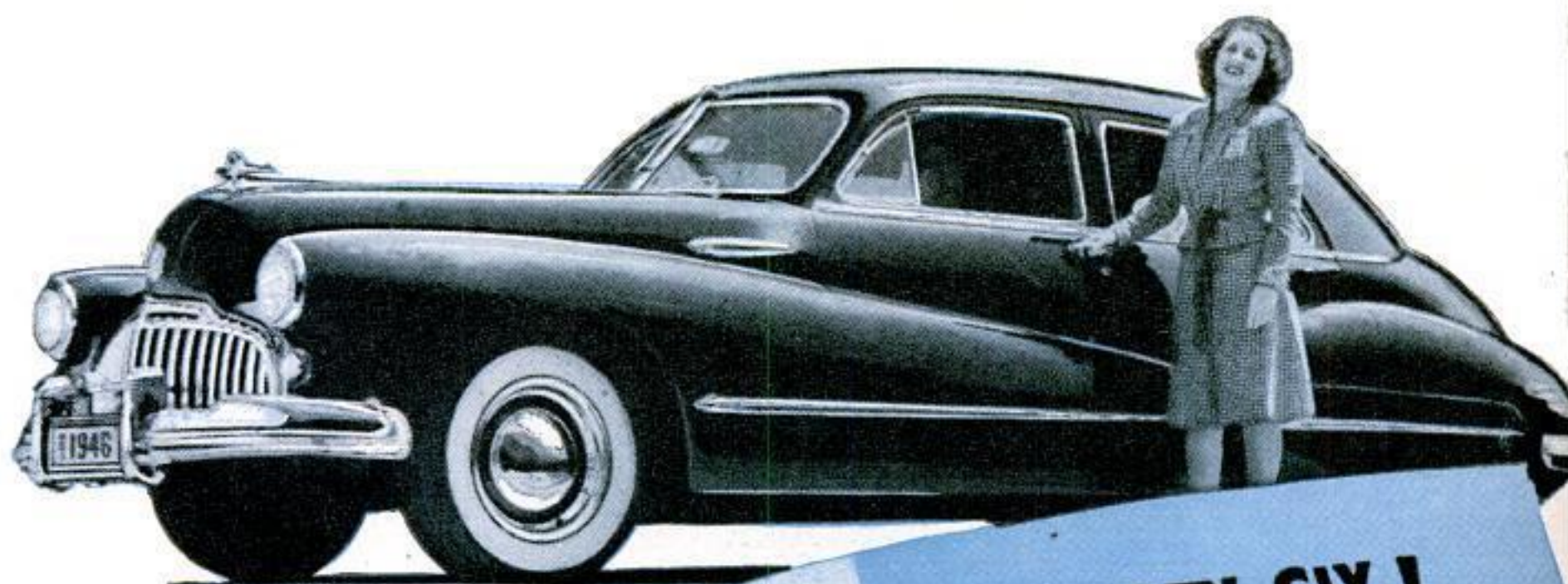


ning inch of this bright new honey runs solid, dependable Buick *character*, honest and uncompromised.

It's in swift clean lines. In seats that are three-persons wide. In stout, time-defying frames and underpinning. Above all — in the lift and life of a Fireball straight-eight that's even livelier than in 1942.

The cars your Buick dealer is now receiving are big. They're beautiful. They're *Buicks*.

In fact — the best Buicks yet!



BUICK

cases exceed those of aircraft engine production.

And we eagle-eyed every one of this Buick's 12,000 parts to see if it could be bettered in any way, big or little.

The result is that through every stun-

WHAT OTHER CAR HAS SO MUCH THAT CLICKS FOR FORTY-SIX !

POWER—from a Buick Fireball valve-in-head straight-eight engine that gets peak return from every drop of fuel.

HIGH STYLE—of car-length Airfoil fenders with bolt-on rear wheel shields.

OIL SAVINGS—from non-scuffing Accurite cylinder bores.

FLASHING ACTION—of light, lively Flite-weight pistons.

STEADINESS—from full-length torque-tube drive in a sealed chassis.

GLIDING RIDE—from Panthorwait all-coil springing with only a comfort job to do.

COMFORT—of soft Foamtex cushions with luxury-type springs.

SURE FOOTING—of Broadrim wheels; maximum tire mileage, no heel-over on curves, and better car control.

CONTROL—through Permi-firm steering which eliminates need for frequent adjustments.

CONVENIENCE—of high-leverage Step-On parking brake that sets with a toe-touch and holds fast.

PROTECTION—of buttressed front and rear bumpers, curved to shield fenders, built for new bumper jack.

SMARTNESS—of genuine Body by Fisher with one-piece Turret Top, No Draft Ventilation, roomy interiors and three-person seats.

When better automobiles are built
BUICK
will build them

BUY
VICTORY
BONDS

Is it SUMMER at the ceiling and FALL at the floor... of YOUR LIVING ROOM?

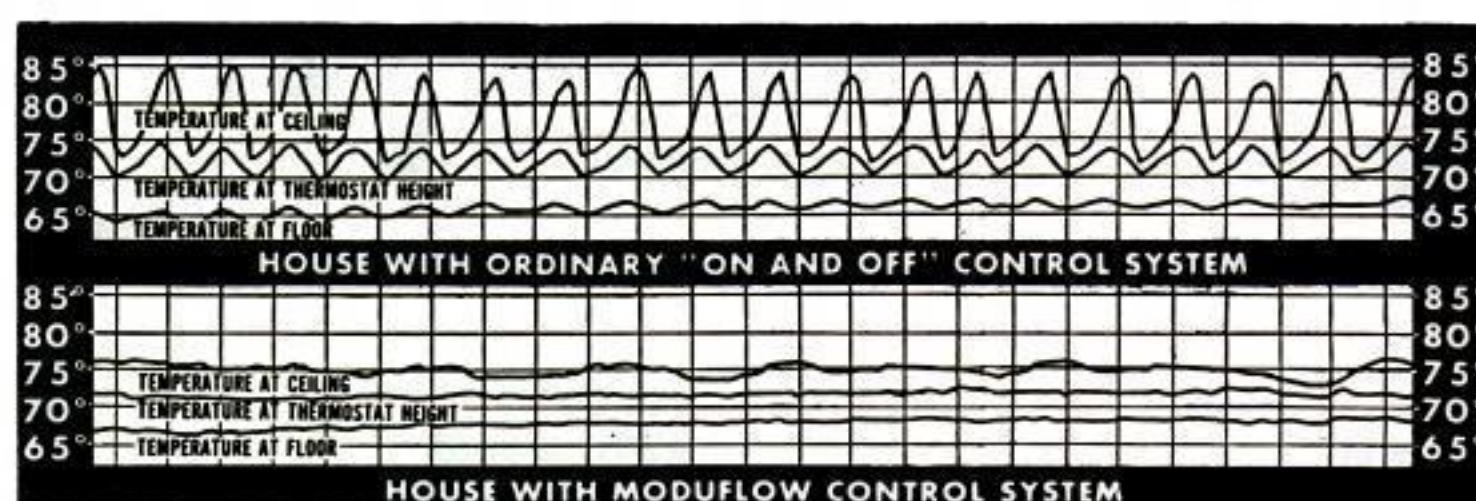


From the sun-baked beach in midsummer to the frosty chill of football time there is, after all, only a difference of about twenty degrees in average daily temperature. And that's probably less than the difference between floor and ceiling temperatures in the average home or apartment during the heating season. (See the chart below.)

Unfortunately, the excess heat that rises to the ceiling is largely wasted, so far as human comfort is concerned. And all too frequently floors are drafty and too cold for comfort and health.

But Minneapolis-Honeywell has devised a remarkable new heating control system that will correct this situation. This newest control system is called MODUFLOW. By an ingenious method of heat control and supply, Moduflow nearly equalizes ceiling and floor temperatures; result, blissful comfort from head to foot.

Every home or apartment, however modest, can afford the greater comfort and efficiency of Moduflow. Learn how easily and inexpensively Moduflow can be installed in your present heating system or new postwar home. Send for the interesting booklet, "Heating and Air Conditioning the Postwar Home." It tells how Moduflow will set a new standard of heating comfort in the homes of tomorrow. Mail the coupon today for your free copy.



See how Moduflow smooths out the up-and-down temperatures caused by ordinary control systems. Shown above are actual temperature recordings taken in two identical houses — one with

and one without Moduflow. Without Moduflow, temperature varies as much as 20 degrees from floor to ceiling. With Moduflow there is comfort temperature from ceiling to floor.

MODUFLOW

the new HONEYWELL heating control system

Tomorrow's Apartment will have Personalized Heat . . . with Moduflow

MINNEAPOLIS - HONEYWELL REGULATOR COMPANY
2919 Fourth Avenue South, Minneapolis 8, Minn.

Please send my free copy of "Heating and Air Conditioning the Postwar Home."

Name _____

Address _____

City _____ State _____



Buy and Hold MORE Victory Bonds!



EXCITED BY ULTRAVIOLET RAYS, PHOSPHOR CRYSTALS GLOW WITH WARM COLORS. CRYSTALS CONTINUE TO GLOW SOME TIME AFTER ULTRAVIOLET IS CUT OFF

PHOSPHORS

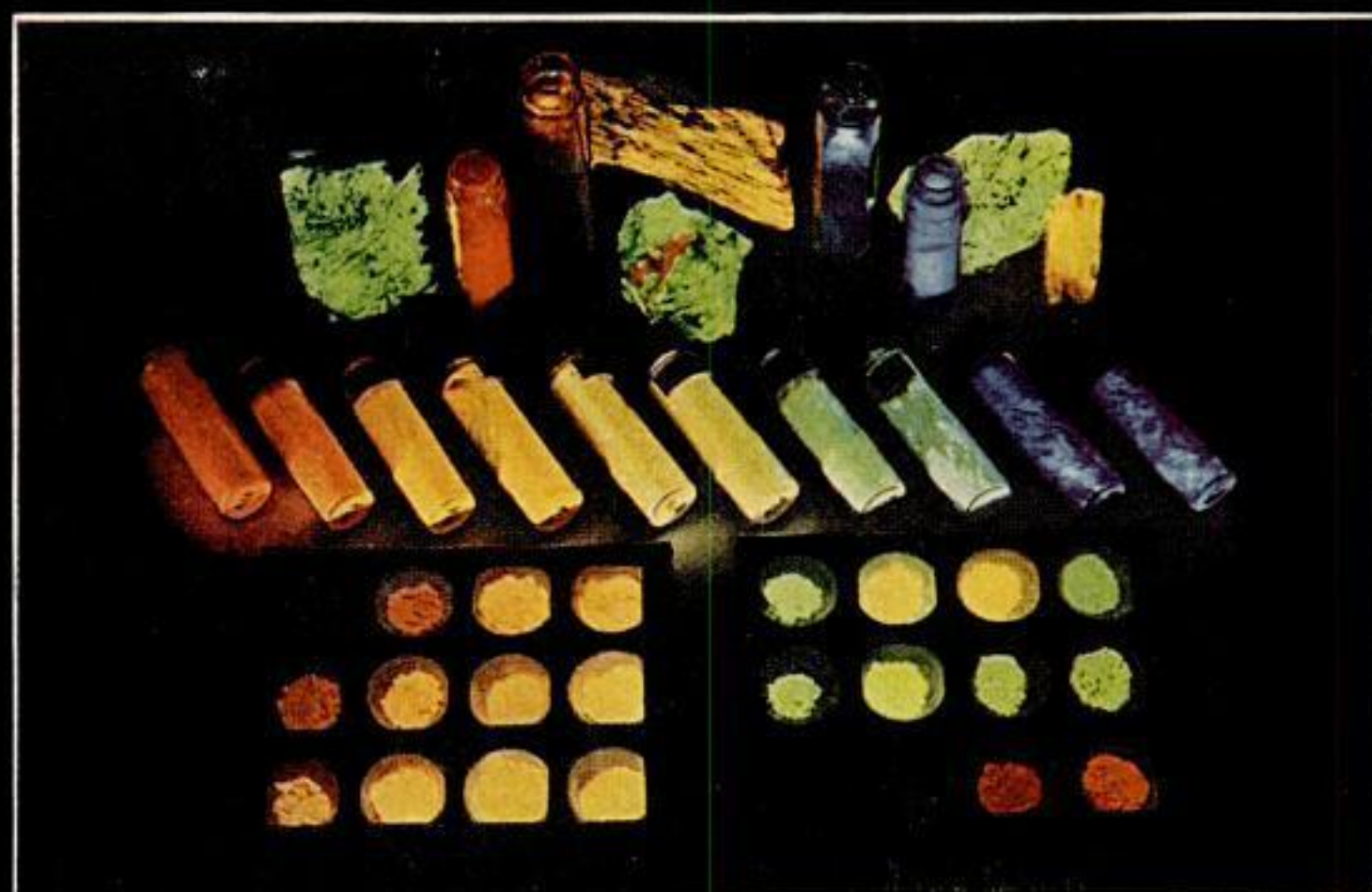
Crystals convert invisible rays
into cool light of many colors

Phosphors are crystals which give off visible light when they are exposed to many kinds of invisible rays. They are made of many different chemicals, in which the element phosphorus almost never appears. Tons of phosphors are used to coat the fluorescent lights which illuminate factories and bars. In these they are lighted by an electrified mercury vapor which produces ultraviolet rays. Phosphors are also used to paint luminous

watch faces, where they are lighted by the radiations of small amounts of radium. Fast-moving electrons excite phosphors too, making radar and television possible. The pictures of radar and television are made when a thin layer of phosphors, coating the face of a cathode-ray tube, is lighted by a moving beam of electrons. The phosphors shown here, developed by the Radio Corporation of America, can be used for all of these purposes.

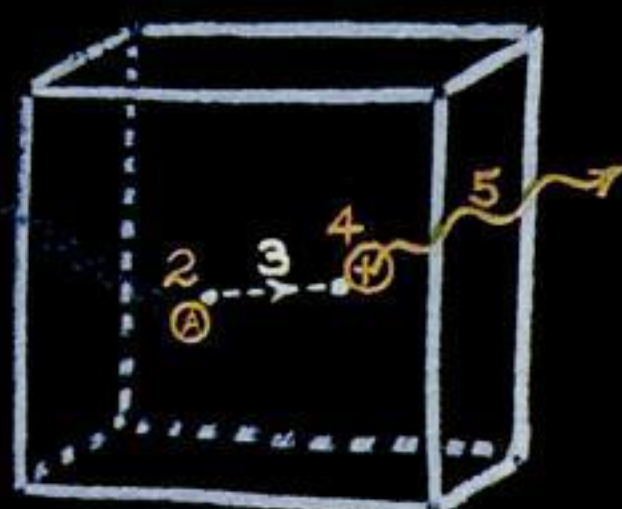


Under ordinary light natural and synthetic phosphors are almost colorless. The rocks are natural phosphors, which are rare. There are more than 15,000 synthetic phosphors.



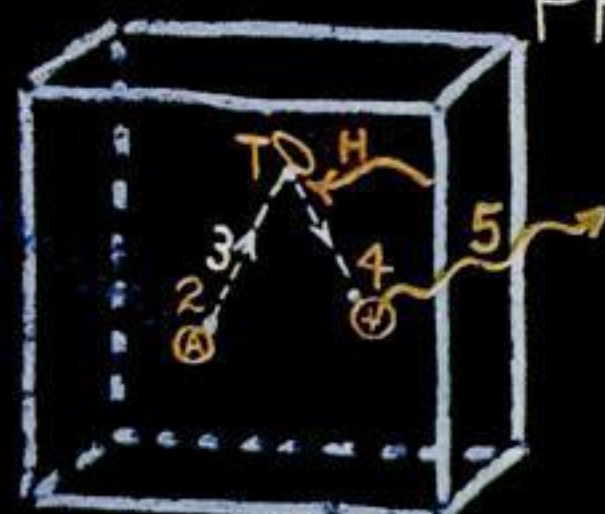
Under ultraviolet rays the same phosphors glow with many colors. Different colors are produced by different chemical crystals. The most common phosphors are zinc compounds.

FLUORESCENCE



1. X-RAYS OR ULTRAVIOLET PENETRATE CRYSTAL
2. EJECT AN ELECTRON FROM AN ATOM
3. ELECTRON WANDERS THROUGH CRYSTAL
4. ELECTRON IS CAPTURED BY ACTIVATOR ION
5. ACTIVATOR EMITS LIGHT.

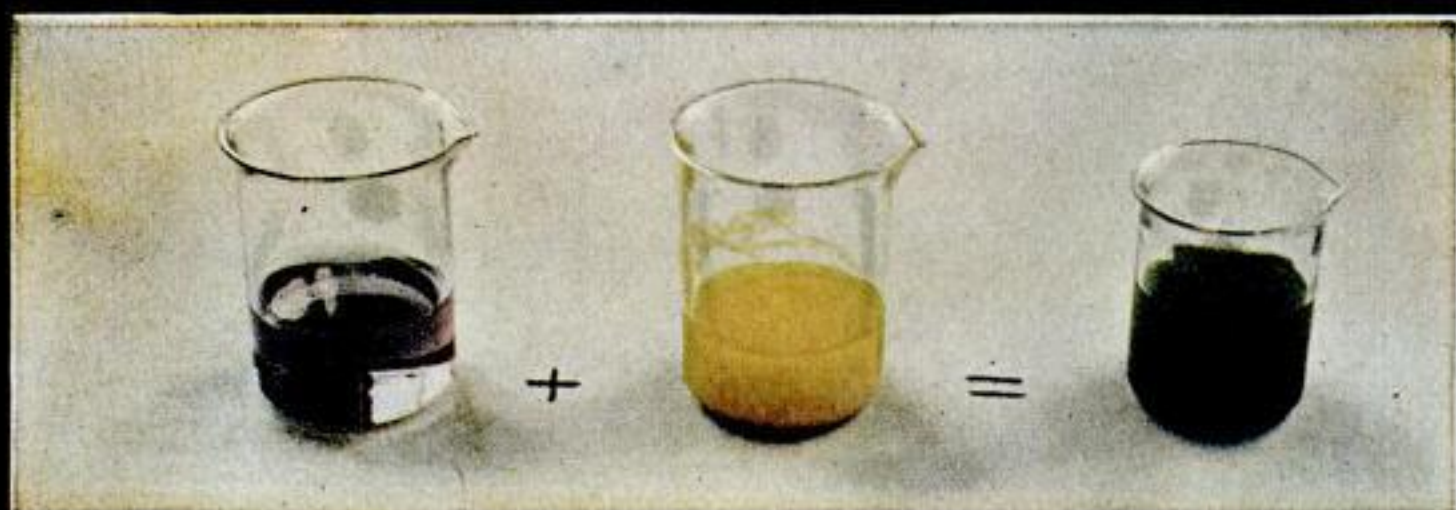
PHOSPHORESCENCE



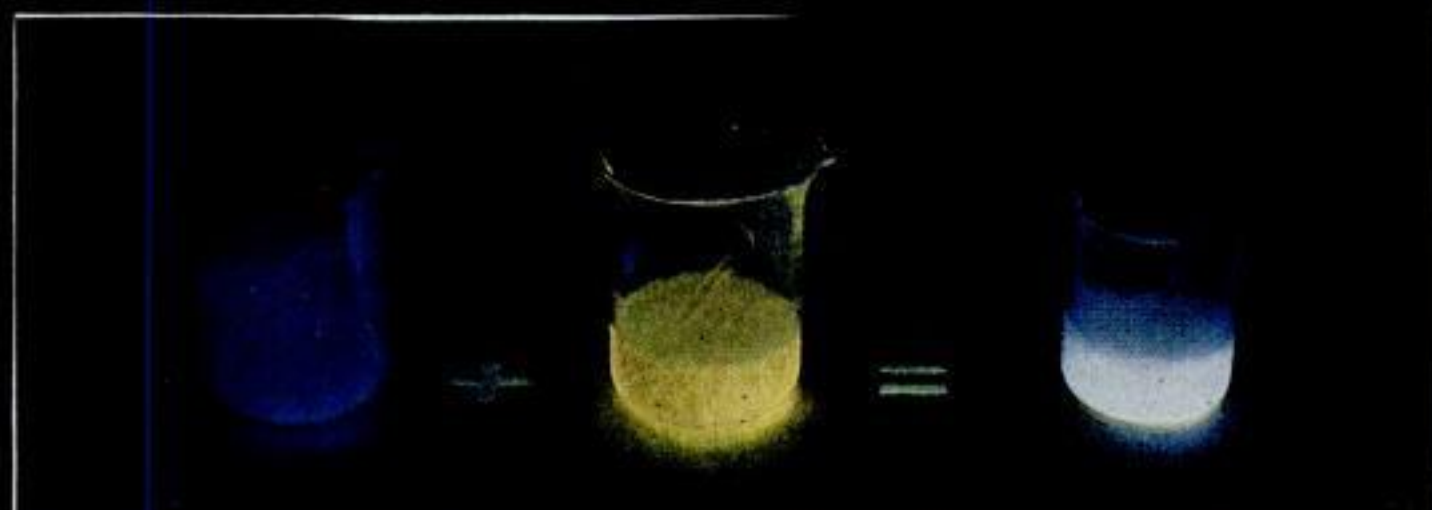
- 1-2-3 SAME AS ABOVE, BUT ELECTRON IS DETAINED IN TRAP T UNTIL LIBERATED BY HEAT H
- 4-5 SAME AS FOR FLUORESCENCE

How phosphors work is illustrated in diagrams, glowing under an ultraviolet lamp after being drawn in phosphor chalk. Some phosphors are fluorescent, which means they stop

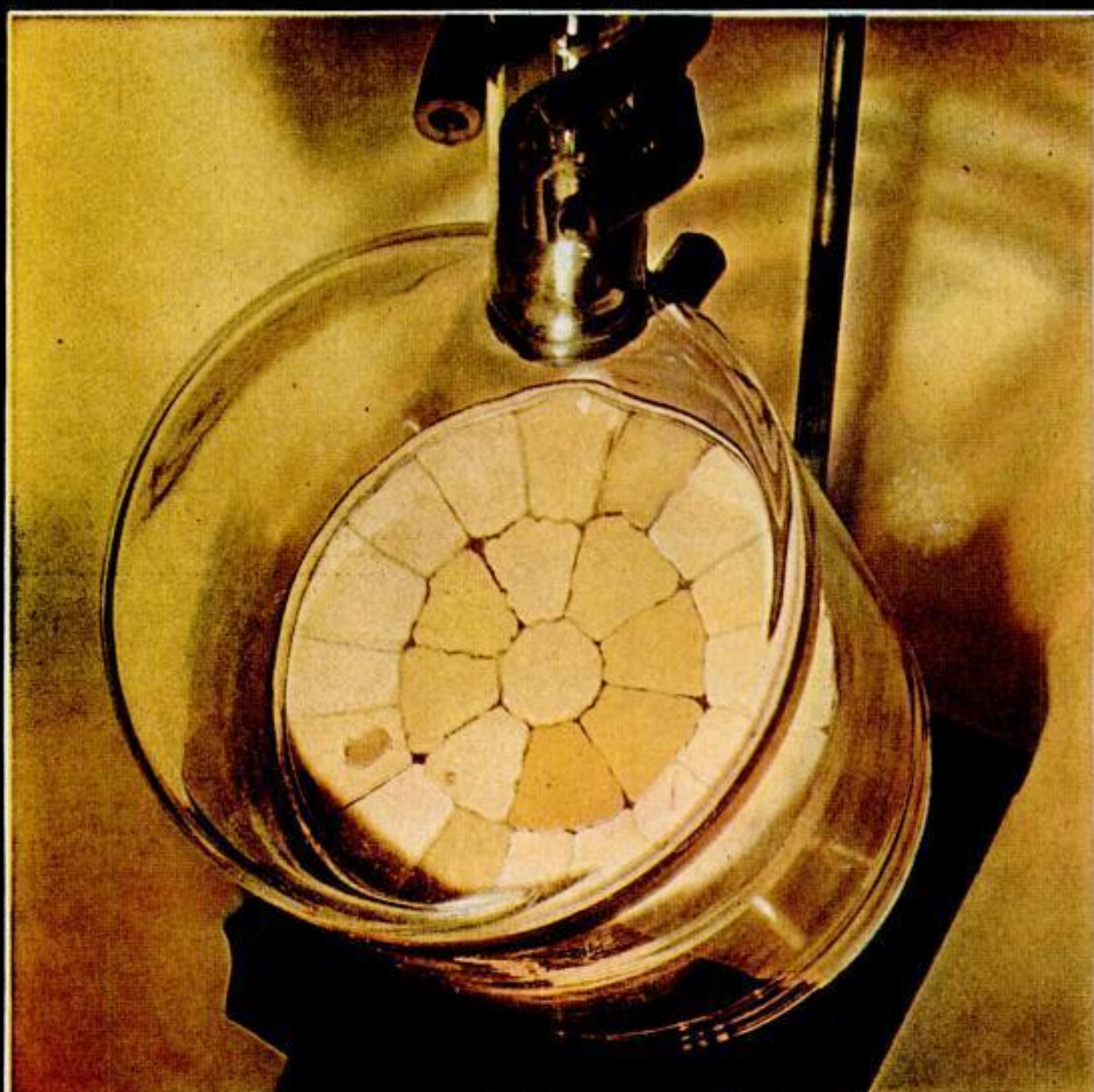
glowing almost immediately when no longer excited. Others, called phosphorescent, trap energy and release it later. How much later varies from millionths of a second to days.



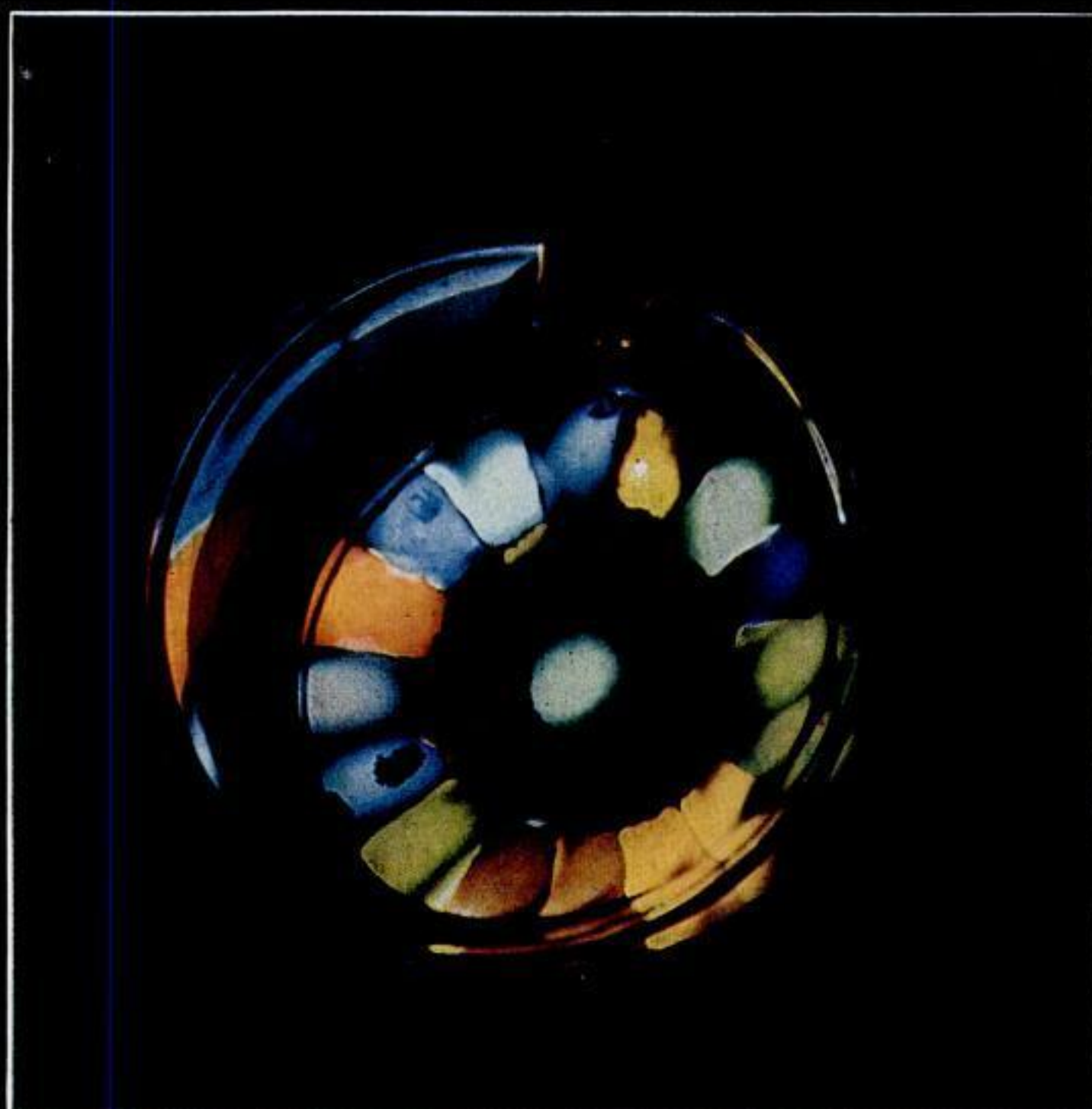
Mixing colors of ordinary paint and of phosphors produces different effects. Dark-blue and yellow paint (*above*) make dark green. These colors are due to the reflection of light.



Mixing phosphors makes white, not green, out of blue and yellow. Phosphor colors are made not by reflection but by emission of light. Mixing them is mixing actual light.



Electrons may excite phosphors much like ultraviolet rays. Above, under ordinary light, is a vacuum tube with different phosphors inside. Electron "gun" is metal tube at top.



Under a beam of electrons phosphors in vacuum tube glow brightly. Different chemicals give a full range of colors, a feature of phosphors making color television possible.



FALLING OUT OF THE PICTURE ... *your car too?*

FALLING ... and *fast* ... nearly three cars a minute! Losers in the grim battle against wartime wear ...

Can *your* car stand the gaff of another winter's wear and tear? Your Texaco Dealer can help pull it through ... if you act quickly! Drive in *now* for a complete check-up and winter change-over.

Have your Texaco Dealer make a systematic inspection of vital body and chassis points. He'll check battery, gears, spark plugs, tires, radiator. He'll put in the correct winter grade of HAVOLINE MOTOR OIL

or TEXACO MOTOR OIL ... both insulated against excessive engine heat. He'll protect moving chassis parts with long-lasting MARFAK lubrication.

Phffffff! Three more gone ... *since you began reading this ad.* Better make that date with your Texaco Dealer *now!*

You're welcome at
TEXACO DEALERS

TUNE IN ... Texaco Star Theatre every Sunday night starring James Melton. See newspapers for time and stations.



REGISTERED
REST ROOMS



ALL NIGHT SERVICE
FROM COAST-TO-COAST
AS CONDITIONS PERMIT



FIRE-CHIEF
GASOLINE



SKY CHIEF
GASOLINE



HAVOLINE AND TEXACO
MOTOR OILS



MARFAK
LUBRICATION

THE TEXAS COMPANY



What a Marvelous *Helping Hand*

IN RUNNING A HEALTHY, HAPPY HOME!

1

*Just watch what it
does to appetites!*



The luscious juice of tree-ripened Florida oranges blended with the fresh fruity tang of Florida grapefruit juice . . . it's a blend that wakes up appetites like magic!

2

*What a saver of
time and trouble!*



No squeezing or straining to do—no utensils to wash. Just keep a few cans of juice on ice. And any time of day or night it's ready for you to pour!

3

*You'll save money
every day!*



You'll find this temptingly blended Orange-Grapefruit Juice surprisingly inexpensive. So for health, deliciousness, convenience—and for economy—serve it every day!

4

*And it's "just what the
doctor ordered!"*



Because this blend of fruits is so rich in vitamin C, it helps protect your family against colds, fatigue and infections. Make this Helping Hand your stand-by!



And don't miss this

CANNED FLORIDA ORANGE JUICE

Now Available!

NOW is your golden opportunity to make sure your family will have its daily glasses of orange juice, no matter how scarce the fruit supply may be these coming months. Buy your Canned Florida Orange Juice NOW!

• FLORIDA CITRUS COMMISSION
Lakeland, Florida

Canned  Florida

**ORANGE - GRAPEFRUIT
BLENDED JUICE**



"PETTISKIRT" (PETTICOAT) OF LACE-TRIMMED, PINK RAYON CREPE AT \$28 IS A TYPICAL TEWI DESIGN. TEWI HELPED PIONEER THE PETTICOAT'S RENAISSANCE

VICTORY LINGERIE

A top U. S. designer creates models to welcome home service husbands

The fireball of American lingerie designing right now is a pert Polish-American who entered that frothy field a mere eight years ago. Mme Thea Tewi won her top place by combining originality, news sense and a flair for boudoir drama. When the movie *Rhapsody in Blue* was announced, Tewi designed complete sets of lingerie, all blue and embroidered with lines from Gershwin songs. When a new perfume, "Saint and Sinner," was introduced, Tewi responded instantly

with a brace of nighties, one of angelic, opaque white, the other of devilish, revealing black.

Recently, foreseeing an increasing domestic demand, Tewi designed a "Victory" collection of underthings with which U. S. wives could greet returning servicemen husbands. "You want to appear as his pink dream, the 'dream of roses' come true," Tewi reminded her customers. LIFE herewith presents her conception of her customers' husbands' dreams.



"Ring In Romance" is Tewi's title for this set of slip and nightgown in heavy, crushed-rose satin, which cost \$25 and \$40 respectively. Matched sets like these are especially popular

with prospective brides. Tewi loves titles and gives them to all of her creations. Other titles include "Going My Way," "On a Pink Cloud," "Tears of Joy," "Pink Party" and "Sh-sh."

CONTINUED ON PAGE 92

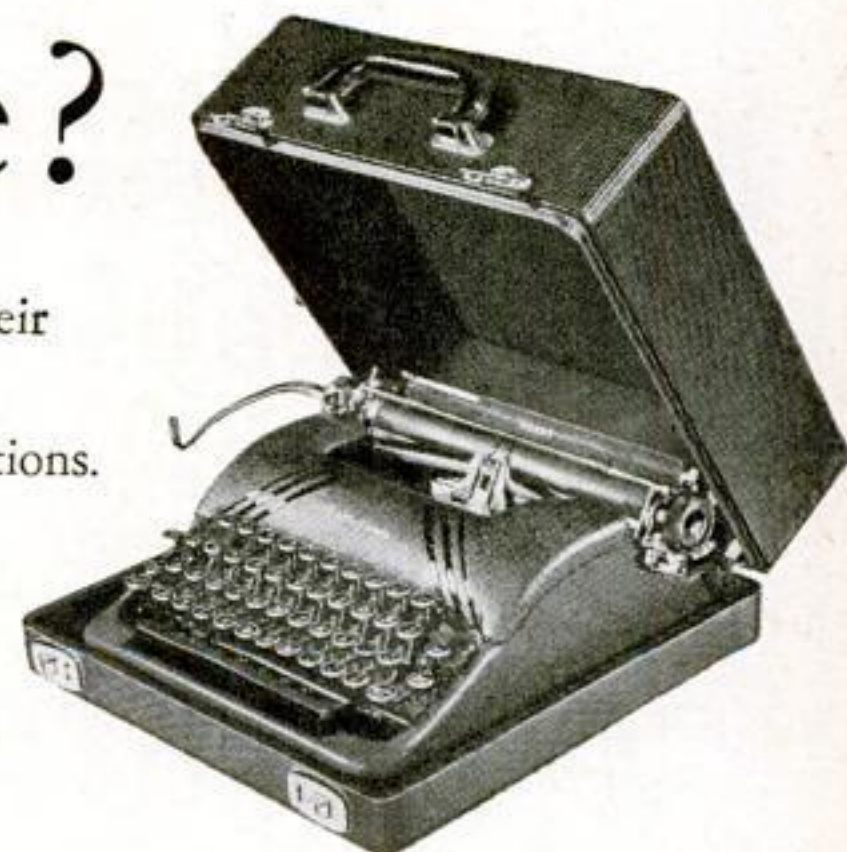


Copyright 1945, L C SMITH & CORONA TYPEWRITERS INC SYRACUSE 1 N Y

... which portable?

Among students, *new* portables have been conspicuous by their absence during the war years. In their place, students have resorted to old machines, already hard-used by previous generations. Many of these "old-timers" have stood up well, as anyone who has used a veteran Corona well knows.

Perhaps this is learning the merits of a machine the hard way, but to thousands of students it is convincing proof that no portable has a sounder record of service, of sturdiness, dependability and speed than the Smith-Corona. See it first at your dealers.

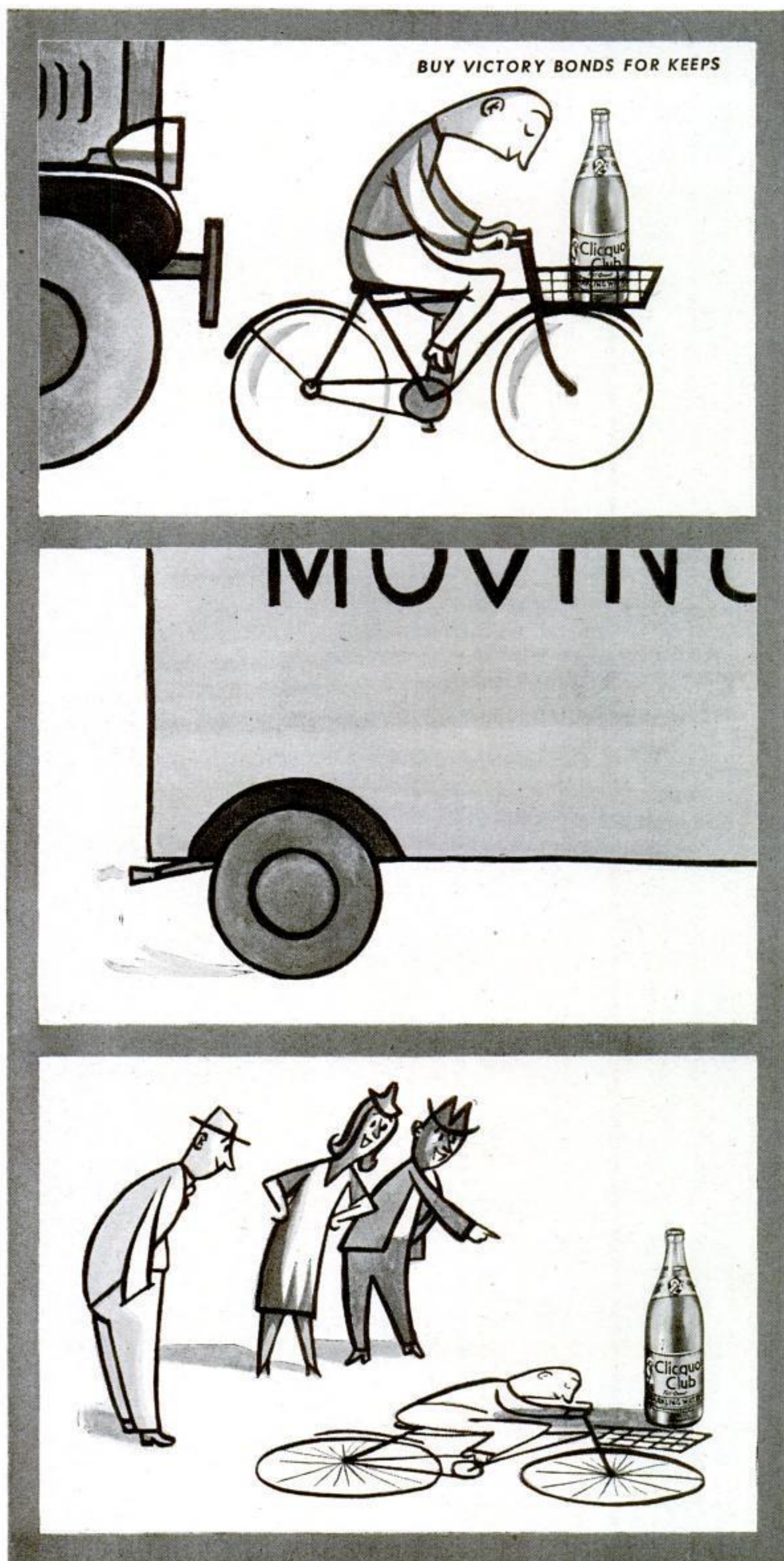


Limited Number of Smith-Coronas
now available at dealers.



Smith-Corona





Never flat!

Always full of life — always ready to sparkle and tingle down to the last sip. No wonder Clicquot Club Sparkling Water is a great American favorite for all mixing purposes. Its countless tiny bubbles *fizz and fizz and fizz*. In Sparkling Water it's the *sparkle* that counts. Ask for Clicquot Club for "life."

Clicquot Club
Sparkling Water

In full 32-ounce quarts and smaller sizes



"Dream of Roses" is satin with shirred net top (\$60). Tewi prefers satins and soft pastel shades, rejects the more familiar diaphanous black as unflattering to wearer.

[CONTINUED ON PAGE 94](#)



Luxurious lower-deck lounge of the Stratocruiser

BUY VICTORY BONDS

London—660 minutes by Stratocruiser

SOME millions of Americans have recently made new friends in countries all around the globe. Many of those friendships will continue to flourish. For there are no longer any "far-away places." The Boeing Stratocruiser will measure in hours the distance to any spot on earth.

You would expect such an airplane from Boeing—world's leading builder of four-engine aircraft, pioneer in supercharged planes for over-weather stratosphere flight, and creator of the mighty B-29. And the Boeing Stratocruiser will not disappoint you. It is what you want and the airlines need.

The Stratocruiser brings a new, unprecedented standard of performance, operating efficiency and reliability. For it makes full use of the aerodynamic, structural and mechanical advancements developed

by Boeing for big bombers and transports during the war. It has a maximum cruising speed of 340 miles per hour and provides exceptionally low operating costs over a wide range of flying distances—from 300 to more than 3000 miles.

Most versatile of all large aircraft, its spacious double-deck design and big payload capacity fit the Stratocruiser for almost every type of medium or long range operation. In the standard, domestic version, 81 passengers may be carried—67 on the upper deck in large, comfortable reclining chairs and 14 in luxurious seats in the lounge—with ample luggage and cargo capacity. As a de luxe trans-ocean plane, the Stratocruiser will accommodate 75 passengers on daylight trips or at night—provide 30 unusually spacious berths plus 15 additional

seats—together with baggage and cargo. As a "commuter" transport, it can seat 114 passengers, and in all-cargo operation its 19½-ton capacity and easy-loading provisions make it outstandingly efficient.

For any of these kinds of service, the Boeing Stratocruiser offers the lowest direct operating cost per ton mile achieved by any existing aircraft. To meet the need for all types of feeder and main line operation, other Boeing transports are also on the way.

• • •

The extraordinary performance of the Stratocruiser stems directly from Boeing principles of research, design, engineering and manufacture. You can be sure that any airplane "Built by Boeing" is built to lead.

DESIGNERS OF THE B-29 SUPERFORTRESS • THE FLYING FORTRESS • THE NEW STRATOCRUISER
THE KAYDET TRAINER • THE STRATOLINER • PAN AMERICAN CLIPPERS

BOEING



"I played Bach to win a buck!"

BLOOEY!—went our plans to hear a Bach concert with Les and Hank—those wartime refugees from a symphony orchestra. "Cheer up," I said, "and come over to our house—we've got a lot of Bach albums."



"Phonograph! . . . Records!" snorted Les. "Needles! I don't like my Bach scratched!" That burned me, plenty. "Bet you a dollar you can't tell the difference," I flared. "Sold!" smiled Les. "Let her roll." And he picked up a baton.

Well, I turned on a record and Les patiently suggested it would work better if I put in a needle. "Pardon me—did you say needle?" I asked in my sweetest tones. "This plays with the Floating Jewel*—a permanent sapphire stylus." I started it again.



They couldn't hear a whisper of needle scratch—no hiss or chatter. And we played every Bach record we had. Les admitted it was the best recorded music he'd ever heard. Hank agreed. And I got my dollar.



LISTEN TO A Crosley Radio-Phonograph as soon as they return. Hear how the exclusive patented Crosley Floating Jewel* Tone System says, "Goodbye, needle scratch!"

No needles to buy, or change, or hear. Records last many times longer because the Floating Jewel* plays on the sides of the record grooves—can't dig in, like sharp needles. And the Master Tone Control gives you fingertip choice of 64 different tone combinations—a Rainbow of Sound for both radio and phonograph! New Crosley radios will be better—will offer the rich results of war-learned skills and improvements.



Old-fashioned sharp needles—"Scri-a-tch! Hi-i-sss! Chatter!"



Crosley Floating Jewel* plays the untouched sides of the groove
*Patented

Start saving now for your Crosley of tomorrow.

CROSLEY

THE CROSLEY CORPORATION, CINCINNATI 25, OHIO

RADIOS • RADIO-PHONOGRAPHS • FM • TELEVISION • SHORT WAVE • ELECTRONICS • RADAR REFRIGERATORS • HOME FREEZERS • HOUSEHOLD APPLIANCES • HOME OF WLW, "THE NATION'S STATION"



"Proposal," of crushed rose crepe, is actually held up by the neckband of pink satin, ending in tiny baskets of roses, and not by its ruffled shoulder straps. It costs \$40.

CONTINUED ON PAGE 96

**LET YOUR LOVE BE WISE...
GUARD HIM FROM HIS
GREATEST RISK**
The "Family Cold"

A GAINST the common cold carelessly passed on by an older person, your little baby is helpless. His nasal passages are so tiny—his little lungs are so "new."

Only *your vigilance* can guard him from those respiratory infections and their frightening complications that actually cause more infant fatalities than any other illness.

The wisest, surest way to protect your baby from the "family cold" is to keep anyone who is suffering from even the slightest cold symptoms strictly out of the baby's room.

Reduce risk with a mask

If you yourself have a cold, and there is no one else you can call on to care for your baby, you can greatly reduce the danger of infection by wearing a tissue mask.

Wear it not only when you are in your baby's room, but when you are preparing his food or attending to his clothes. His little hands go from his bottle or his clothes right into his mouth.

Tissue Mask effective, easy to make

Just take two thicknesses of ScotTissue, cover your nose and mouth and pin or tie at the back of your head. Clinical tests prove that two thicknesses of ScotTissue effectively trap germs . . . greatly lessen the danger of contagion.

Don't be afraid of being called a fussy mother. The Mask-for-a-Cold rule is always a wise rule. And in a world where doctors and nurses are still a scarcity, this simple precaution against respiratory infection may be vital to your baby's safety.



"The family cold" can be the start of a dread illness for the baby you hold so close.

THE CORRECT CHOICE OF A BATHROOM TISSUE IS IMPORTANT FOR COMFORT AND CLEANSING

The correct choice of a toilet tissue for your child is important, too. It should be soft enough for comfort yet strong enough for thorough cleansing. ScotTissue has both these qualities. You will find it is soft and "nice" to use even against the face as an emergency mask. And, with 1000 sheets to every roll, it is also an economical tissue for the whole family.

Trade Mark "ScotTissue" Reg. U. S. Pat. Off.



Millions are Grateful for its Luxury Texture

SUGAR SHORTAGE

doesn't worry him!



He's enjoying a sweet, delicious milk shake made by adding one tablespoon of **Brer Rabbit GOLD LABEL Molasses** to a glass of cold or warm milk. *Rich in iron and calcium.*

BRER RABBIT GOLD LABEL NEW ORLEANS MOLASSES

OVER 60% NATURAL SUGAR

That sugar in Brer Rabbit Molasses comes straight from the cane. *Real sugar*—in its natural form.

RICH IN IRON

Iron is essential for good red blood. Brer Rabbit Molasses is one of the richest sources of food iron.

TWO TYPES:

GOLD LABEL—highest quality, mild-flavored, *light* molasses for table use, cooking, and a delicately flavored milk shake.

GREEN LABEL—full-flavored, *dark* molasses for cooking and a richly flavored milk shake.



FREE! 15 SUGAR-SAVING RECIPES!

Send me your leaflet, giving recipes for no-sugar desserts. Also valuable 52-page cook book of 116 fine molasses recipes. **BOTH FREE.**

Name _____ (Print Name and Address)

Address _____

(Paste this coupon on penny postcard and mail to: BRER RABBIT, c/o Penick & Ford, Ltd., Inc., New Orleans, La., Dept. L1022-5.)

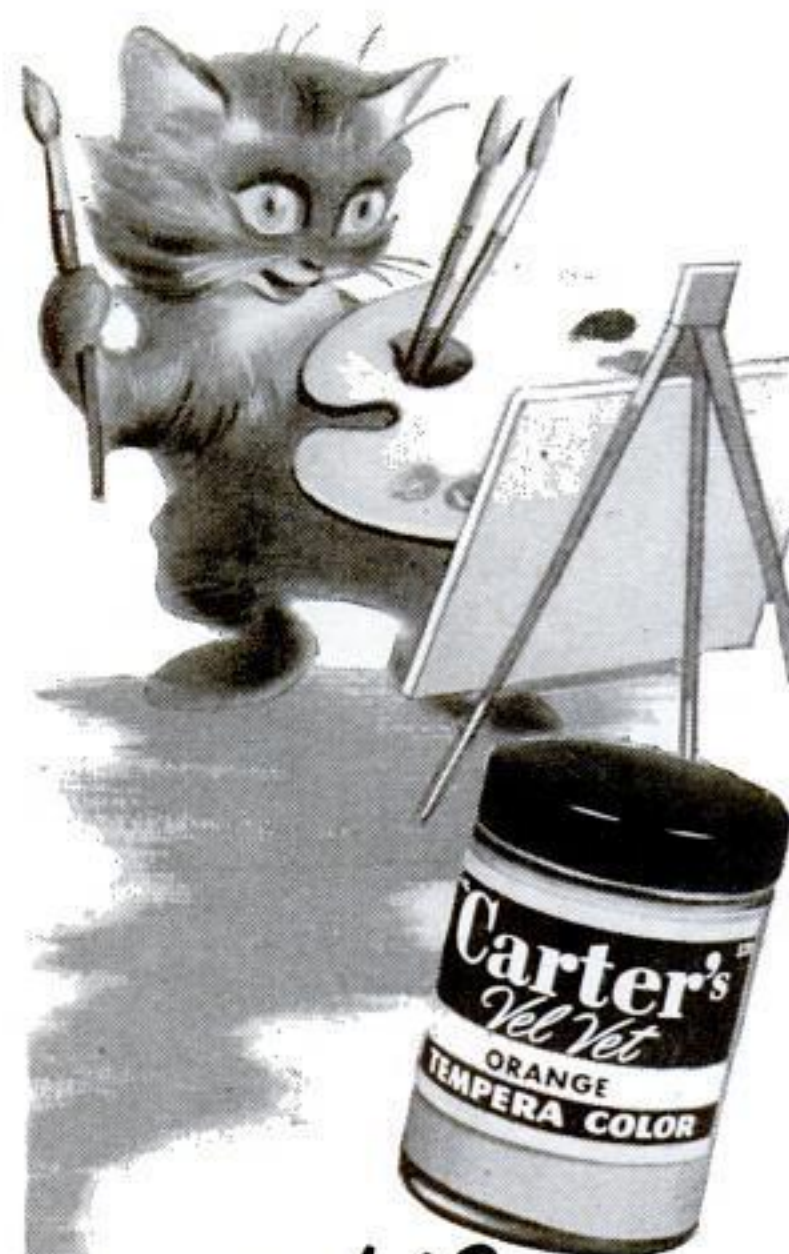
Victory Lingerie CONTINUED



"Happy Days Are Here Again" exemplifies Tewi's "talking lingerie." Several years ago Tewi embroidered lips on underthings. It proved a lingerie-designing landmark.



"At Last," black lace panties, is another husband-welcomer. Tewi relieves black with color—here pink. Her lingerie is hand-sewn, which helps account for prices.



Bright? and how!

Artists and amateurs alike swear by **Carter's Poster Colors**. The reason: *from the start* they are shades brighter without losing the tone depth which makes a poster look gayer longer! On sale—in a wide variety of colors—at better stationery and art supply counters everywhere . . .

One of the famous Carter family
At home . . . In the office

The **CARTER'S Ink Company**
Boston, Mass.



GIFTS by RUMPP

Quality craftsmanship in Rumpp leather gifts for men and women reveals fine styling and lasting beauty. Many travel needs—fitted cases, stud boxes, tie cases are put out under the Rumpp Trade Mark. Ask for merchandise that carries the Rumpp name.



PIPE N' POUCH

A two-in-one gift. Zipper closing seals tobacco and keeps it moist.

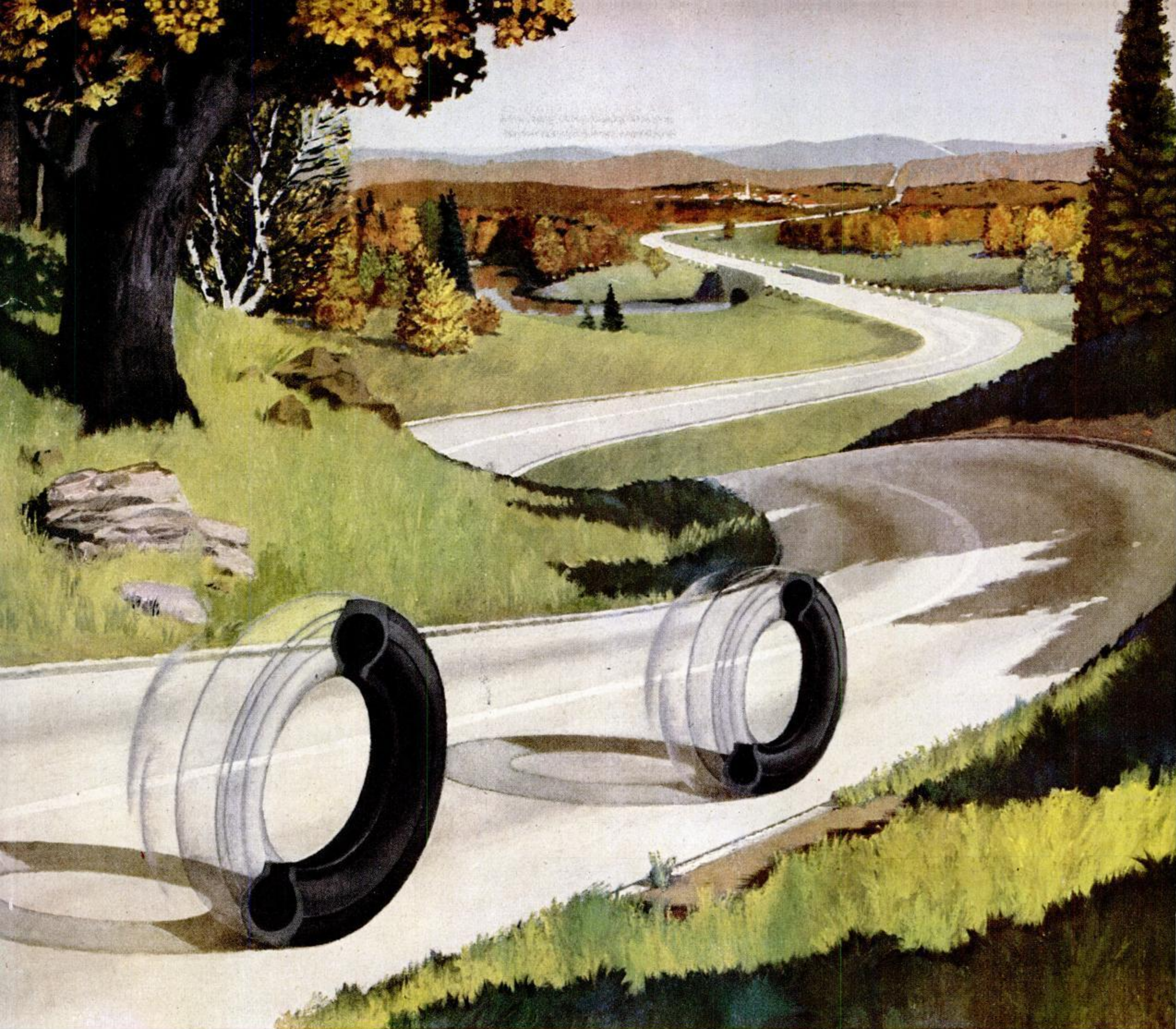


BILLFOLDS

Handsome styles for men and women. Choice full grained leathers. Light and slim. ASK FOR RUMPP LEATHERWARE IN LEADING STORES



C. F. RUMPP & SONS, Phila. 6, Pa. • Since 1850



Millions of Miles to find a Better Half

ON GOOD ROADS AND BAD—in all the weather the U.S.A. can produce—Shell Research and a leading tire manufacturer are teamed up in a search for “the better half”: the half of a half-and-half tire that stands more punishment, with more safety and more mileage.

The War Production Board is in on the plan; so it's not only important—it's official.

Hundreds of tires are being tested: ONE HALF OF EACH TIRE is built of the usual type of synthetic rubber. Then, because no two tires ever encounter *exactly* the same conditions, even on the same car, THE OTHER HALF of the same tire is built of a synthetic incorporating one important difference:

It is compounded with a new “plasticizer and extender” of rubber—Dutrex—which Shell scientists produced from petroleum.

Shell Dutrex, when mixed with the synthetic rubber used in manufacture of tires, “extends” the material, thus lowering the cost.

But even more important, this plasticizer gives the rubber compound better adhesion within itself: locks it more strongly into the fibers of reinforcing cord.

Those are the preliminary reports from laboratory and road tests less extensive and conclusive than the great “search for the better half” now going on—in which half-and-half tires, on Shell business cars and trucks, are covering millions of tire-miles.

Shell scientists have high hopes, *well-founded*, that Dutrex will provide the “better half.” For, in addition to the favorable preliminary tests of tires compounded with Dutrex, this new achievement of Shell Research has already revolutionized the rubber footwear industry, making possible better, longer-lasting overshoes and boots at a lower price.

Look to Shell Research for finer gasoline and motor oil . . . Shell's wartime leadership in petroleum research and technology is your assurance of the finest fuels and lubricants ever sold by your Shell Dealer. He will be glad to serve you.



*Horizons widen
through
Shell Research*

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It won't really be good-bye, Sis...

THE STARS are bright as diamonds, Sis. You're going to have a beautiful day for the wedding.

It's late, but I don't think anyone's asleep yet. Mother's probably mentally adding up wedding guests, while Dad rehearses just the right gesture for giving you away.

As for me... well, I wanted just one more chance to talk, because after tomorrow you'll be gone.

Do you feel a little sad about leaving us, Sis? We've always had so much fun. Not just the Christmases and the Fourth of Julys when anyone can have fun, but the plain ordinary days most of all...

I don't know quite how to say it, but it's

the way Dad can carve meat loaf as if it were roast peacock... the way Mother can turn anybody's drop-in visit into a party.

It never occurred to me till lately that we really don't have much money at all. That a good deal of this gracious-living effect comes from very few things... like keeping the vases full of flowers, and using candles, and always having sterling silver on the table...

They mean a lot... and I guess you realized it too, the way you got misty-eyed about the International Sterling that's the family wedding present. Nothing but the finest, for our favorite bride!

I like to think of you and Jim setting out your new "family silver" and lighting your

own candles, and stepping back to admire the effect. I like to think of your new friends coming in and saying to themselves, "Hmm! These people know how to do things!"

But most of all, Sis, I like to think you'll be just a little closer to us... because you will be keeping up one of our nicest family traditions.

* * * *

International Sterling is the head-and-heart choice of women who know that only the finest can live up to their dreams.

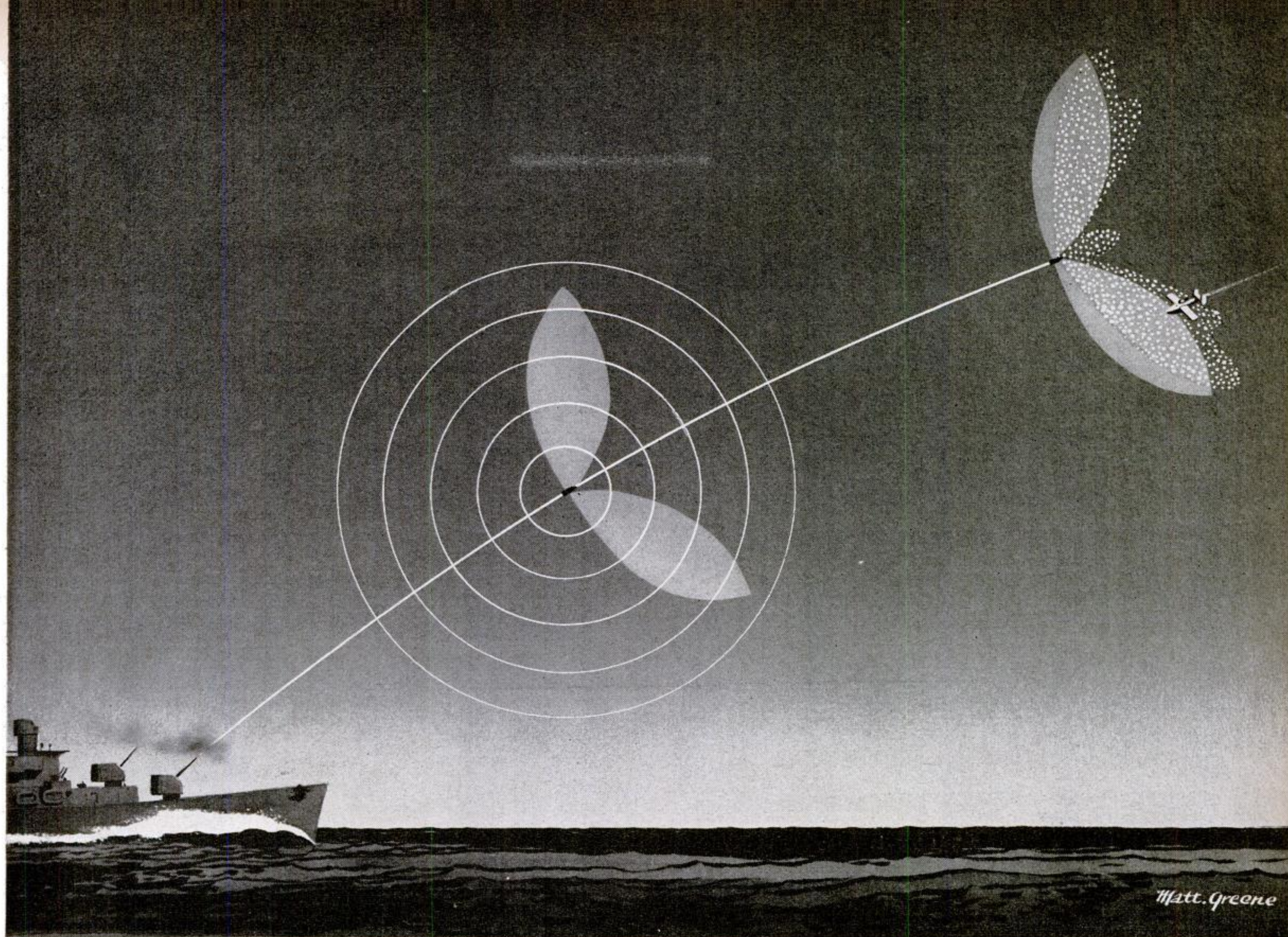
Now more and more International Sterling is being made. Ask your jeweller to show you the beautiful patterns... make your choice... start your set of lifetime "solid silver."

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International Sterling

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In antiaircraft use proximity-fuzed shell transmits a steady signal as indicated above by the fan-shaped area. The signal

reaches out to intercept a target. When a plane enters anywhere in this critical area of "influence" it reflects the sig-

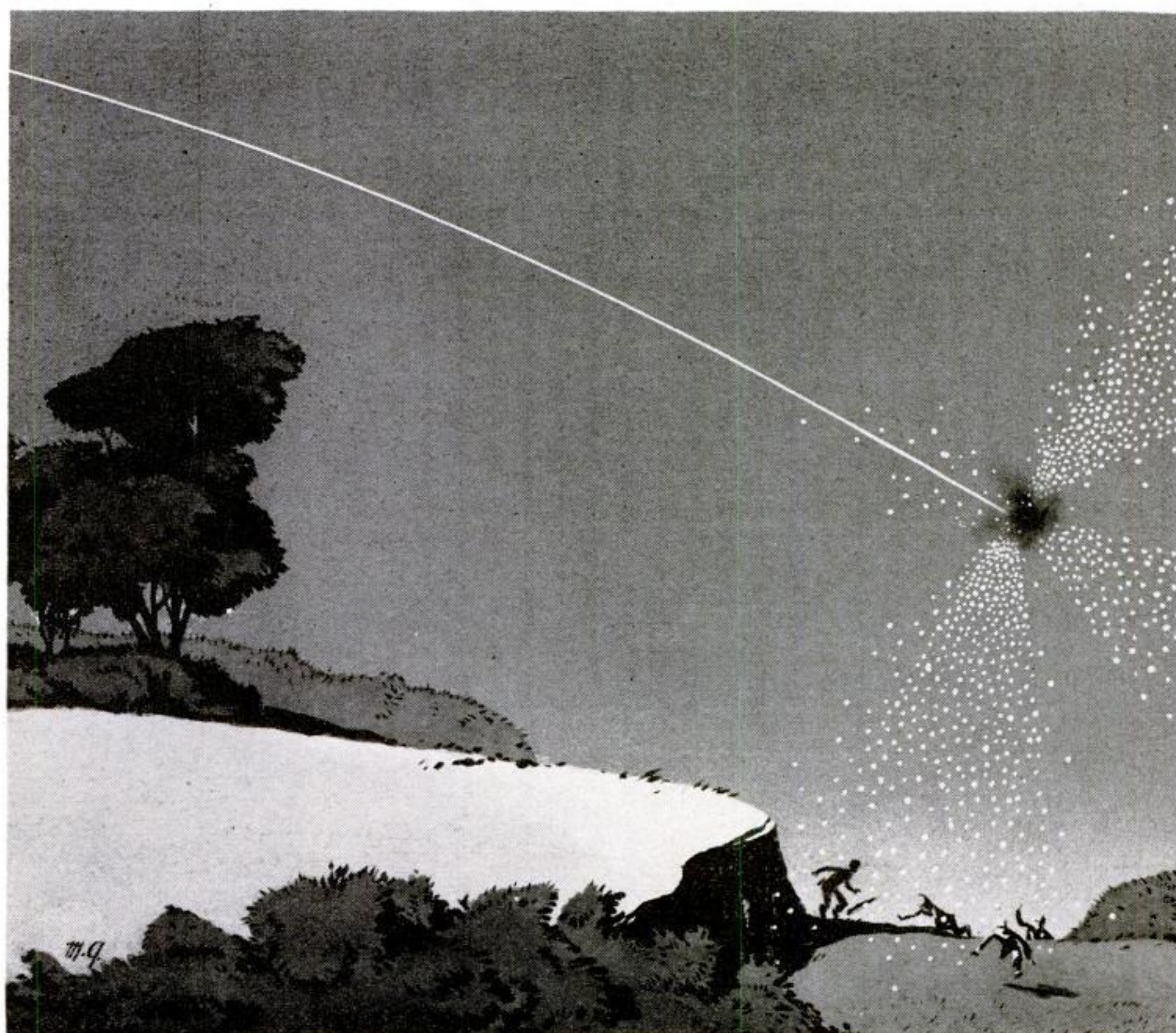
nal, which sets off the shell. The plane is then caught in the deadly pattern of fragments represented by dotted area.

PROXIMITY FUZE

Device which sets off shells by radio signal was key war weapon

One of the war's great secret weapons was the radio proximity fuze which in importance ranks with the atomic bomb and radar. The fuze is a tiny radio set fitted in the nose of a shell, rocket or bomb. During the missile's flight the set sends out a signal (*see above*) to detect the presence of a target. Any object which comes near enough to the projectile to enter the signal area reflects the radio wave back to the fuze. On receiving the reflected signal, the fuze explodes the missile's charge, showering the target with fragments. Although the proximity fuze was valuable against ground targets, its major use was in antiaircraft. Here it could destroy planes without depending on direct hits or the guesswork presetting of time fuses.

In three critical stages of the war the proximity fuze was a decisive factor in Allied success. They were rushed into use against V-1 attacks on London and, in the last week of the assault, they accounted for 79% of the bombs. During the Battle of the Bulge the new fuze, which had previously not been used against ground targets for fear the Germans might learn its secret from duds, stopped with devastating finality the most dangerous German advance. In the Pacific theater against the desperate Kamikaze attacks the fuze played its most vital role in the war.



Against ground targets the fuze is set to detonate the shell about 30 feet above the ground, spraying the enemy with

murderous fragments. Ordinarily the ledge (*left*) would protect them from shells detonated by time or contact fuses.

Munsingwear Foundettes*

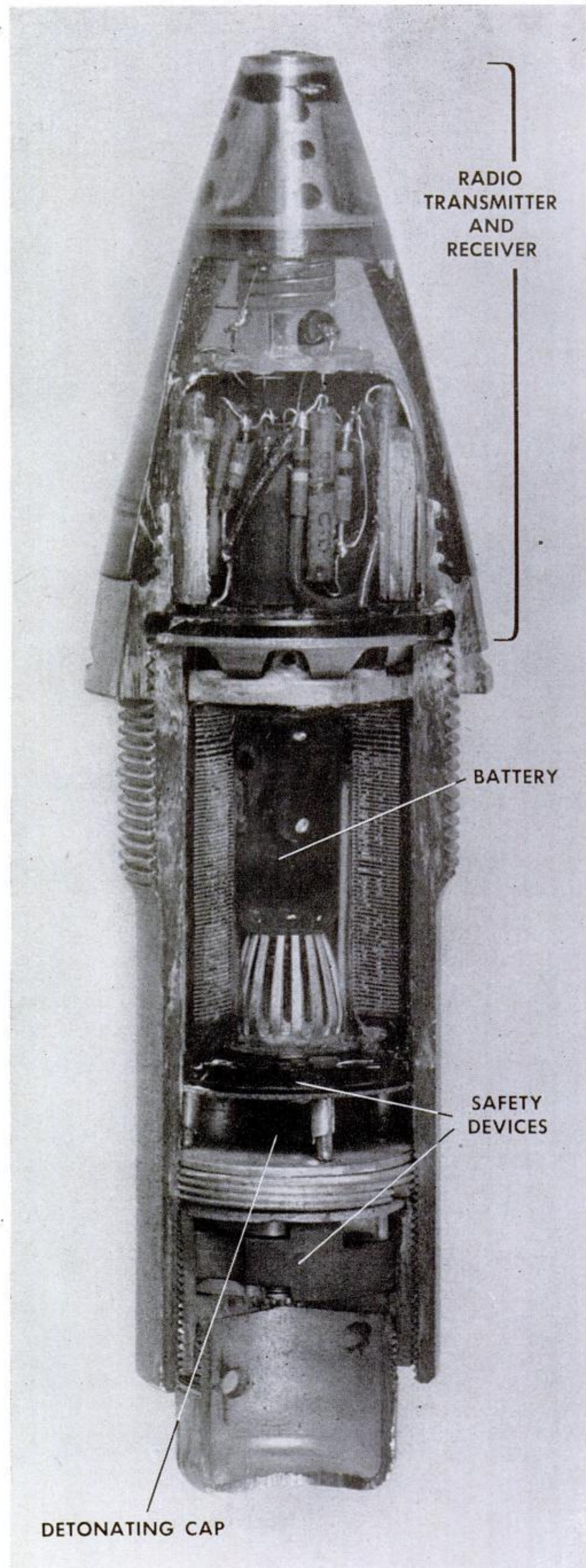
A new tissue-weight girdle with a smooth-as-cream technique of moulding and fitting. Made for the proud little waist, the curving hips, that mark America's new figure. Two-way stretch (made of Lastex† yarns) in all its miraculous prewar comfort. At better corset departments.

†REG. U. S. PAT. OFF.



*REG U S PAT. OFF.

Proximity Fuze CONTINUED



The proximity fuze, which varies in size with size of missile, is shown above in cutaway which reveals working parts. In the nose is the radio set which sends out the signal and triggers the shell's explosive charge. Below the radio is a battery. When the shell is fired, a phial containing an electrolyte breaks, charging the battery and sending current to radio. When radio receives reflected signal, it sets off detonating cap. Safety devices prevent premature explosion. The U. S. spent \$800,000,000 on the fuze, was producing about 1,200,000 a month at war's end. Major research was done by the Office of Scientific Research and Development for the Army and Navy.

CONTINUED ON PAGE 102



"YOLANDA and the THIEF"

STARRING

FRED ASTAIRE ★ LUCILLE BREMER
FRANK MORGAN • MILDRED NATWICK • MARY NASH • LEON AMES

Screen Play by Irving Brecher • Based Upon a Story by Jacques Thery and Ludwig Bemelmans
Songs by Arthur Freed and Harry Warren • Directed by VINCENTE MINNELLI • Produced by
ARTHUR FREED • A Metro-Goldwyn-Mayer Picture

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Young Men Styles

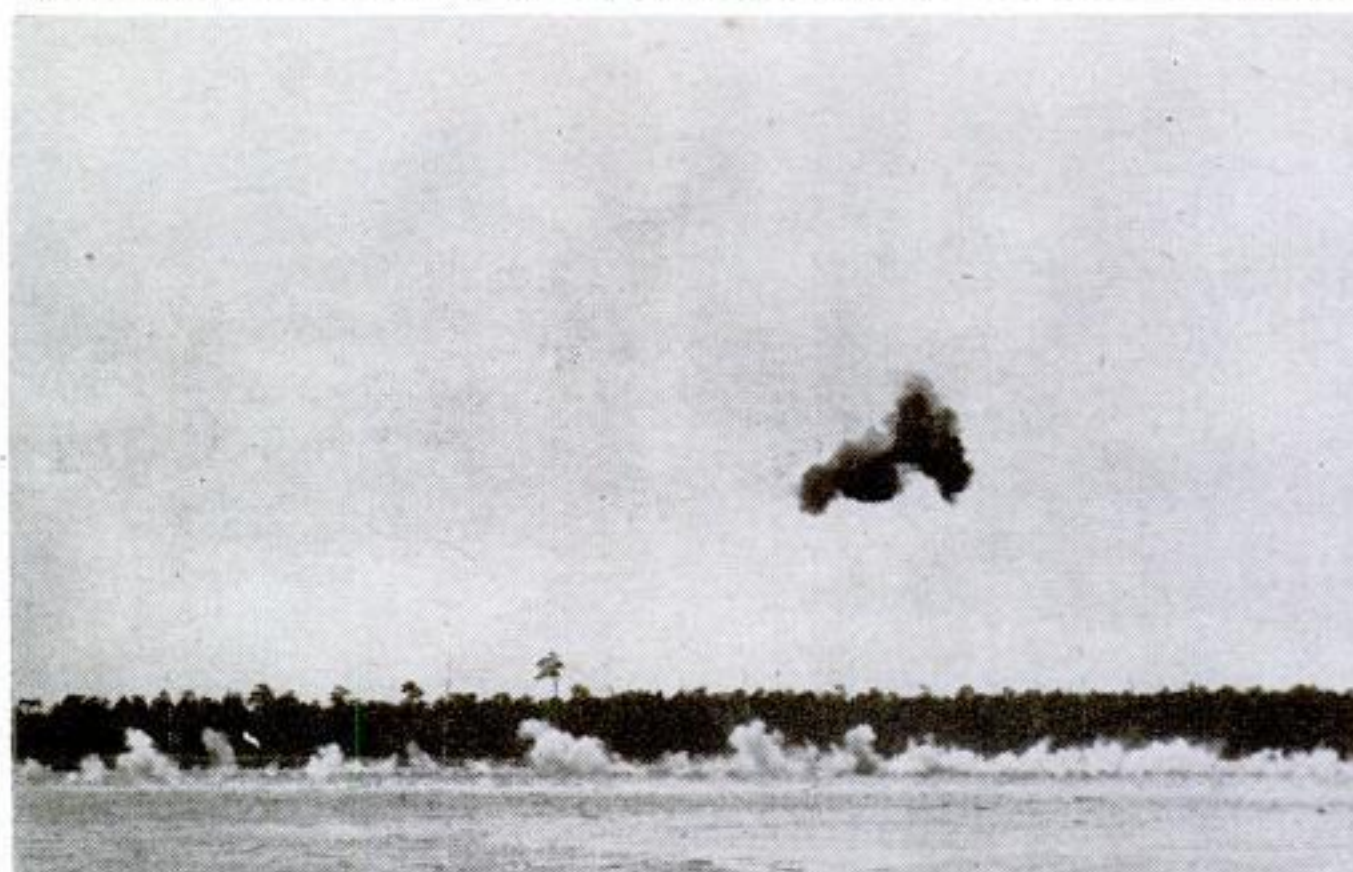
Walk-Over prices \$8.95 to \$12.95
Geo. E. Keith Company, Brockton 63, Mass.



Proximity Fuze CONTINUED



Kamikaze explodes (upper right) as it is bracketed between two shell bursts triggered by radio proximity fuze. Shells were fired from the aircraft carrier in the foreground.



Detonating off the ground, a 240-mm. shell kicks up a wide pattern of dust at Fort Bragg, N. C. As shell neared ground, radio signal reflected from earth set off charge.



Jap stronghold on Iwo Jima is plastered by a bomb barrage. Bombs were set off by proximity fuze to explode in air, saturating foxholes and positions with fragments.

THE ANSWER TO *the \$64 Question* ARRIVED TODAY!



EVERSHARP
Presentation Set

\$14.75

Pen alone—\$9.75
Repeater Pencil—\$5.00
(Prices plus Federal Tax)

SERVICE GUARANTEED FOREVER—
If your EVERSHARP ever needs service, we will put it in good order for 35¢. This service is guaranteed—not for years—not for life—but guaranteed forever!

ISN'T THE **EVERSHARP** A BEAUTY, TOO? To welcome Dad home . . . for birthdays, anniversaries or any other gift occasion . . . there's no gift like an EVERSHARP.

Magic Feed prevents ink flooding or leaking high in a plane—so of course at ground level too . . . writes *more* words with *less* refilling.

Magic Point is so smooth, you can't even hear it write! Matching Featherweight Repeater Pencil feeds new points like a machine gun when you click the Magic Button with your thumb.

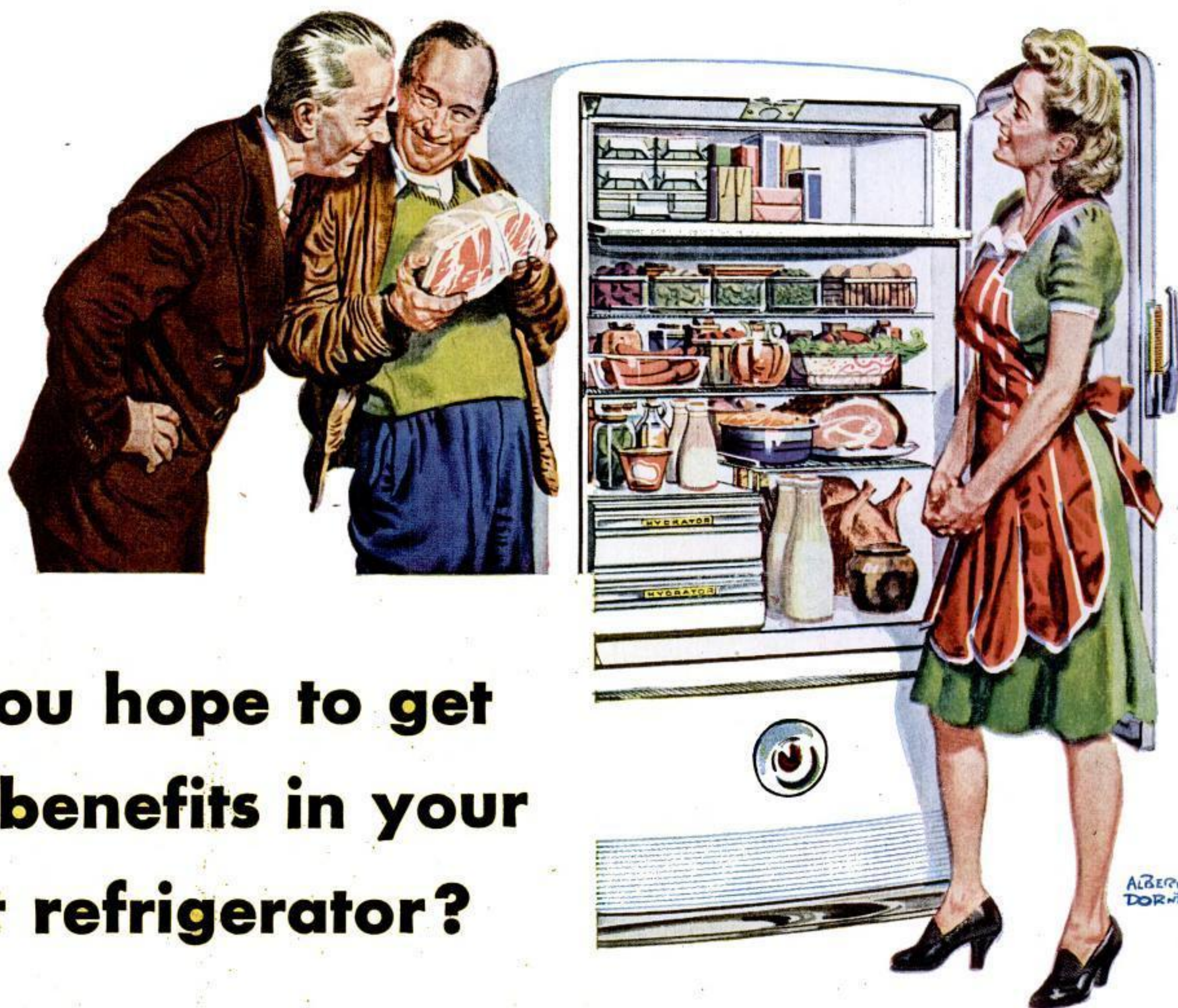
Caps and military clips of the EVERSHARP Presentation Set are of 14-karat gold over Sterling silver . . . barrels of rich colored plastics.

**TUNE IN! Phil Baker in "TAKE IT OR LEAVE IT"—CBS, Sunday Nights—and
Eversharp's Great New Show—Ann Sothorn in "MAISIE"—CBS, Wednesday Night.**

*Give **EVERSHARP**—and you give the finest!*

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All the Room You Need . . . enough height for tall bottles, enough width for big dishes, enough space for everything. Flexible interior, offering many arrangements, quickly adjustable to meet your changing needs. Various types of cold . . . fast, dry cold for high-speed freezing . . . moist cold for general storage . . . super-moist cold to keep vegetables fresh and crisp.



Plenty of Frozen Food Storage . . . space to freeze food and keep it ready for use. Facilities for freezing meat and storing it safely. Room to keep many packages of store-bought frozen foods . . . and your favorite ice cream. Built so freezing temperatures stay in freezing compartment.



Scientifically Balanced Cold . . . an advanced principle of refrigeration, providing right control of air circulation, temperature and humidity to keep foods wholesome, delicious, tempting in appearance. Helps foods hold nourishing richness, vitamins and flavor. Bans wilting and shrinkage. Helps keep odors from mingling.



Lots of Ice — Quick as a Wink . . . a trigger-quick ice service. No prying or tugging with sticking trays. No sink splashing or waste through melting. All the cubes you want at any time, quickly, simply, easily. An ever-ready supply of big, solid ice cubes.



Practical Advanced Styling . . . built for brilliant, new beauty, but styled to give greatest convenience. All storage space easily accessible; sturdy, adjustable shelves; work-saving automatic controls; easy-to-clean interior. Gleaming white porcelain, highlighted with shining chromium and colorful plastic. Ruggedly built, yet beautiful with rounded, flowing lines.

Thrifty, Dependable Mechanism . . . for low-cost, care-free service. Quiet, unseen, self-oiling, with no unnecessary moving parts to cause trouble or wear. Sealed completely against dirt and moisture. Power to produce abundant cold on a mere trickle of current.



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CALIFORNIANS DESIGN THEIR HOUSES AND HABITS FOR OUTDOOR LIVING. HERE DR. LOUIS LEK OF LA JOLLA HAS LUNCH ON THE TERRACE OF HIS MODERN HOME

THE CALIFORNIA WAY OF LIFE

Climate and the automobile create a new pattern of indoor-outdoor living

PHOTOGRAPHS FOR LIFE BY NINA LEEN

Californians live in a land where the sun shines 355 days of the year, where the thermometer seldom falls below 46° and where towering mountains and endless beaches flank a countryside of incredible fertility. Against the background of these unique natural advantages, Californians have evolved a unique way of life which is physically the most comfortable and attractive way of life enjoyed in any region of the U. S. It differs radically from the life lived by most other Americans and, because it contains an answer to many basic problems of modern living, it may in time radically influence the pattern of life in America as a whole.

This California way of life flourishes chiefly in the southern half of the state. There the people live half indoors and half out. They dress for com-

fort rather than social elegance. They spend much of their time in automobiles, think nothing of driving 20 miles on a routine shopping trip. Drive-in stores permit them to transact much of their business without getting out of their cars. Their enormous automotive mobility and the decentralization of their shops and playgrounds have tended to make conventional city life almost obsolete.

As a laboratory for experiments in modern living, California has certain advantages. Compared with the east it has no past. It is not hampered by 19th-Century tradition; it scarcely had a 19th Century. Its cities, towns, highways, homes and modes of life have been built from scratch, freshly tailored to fit the needs of the automobile era. Its

people, about 70% of whom come from somewhere else, have left behind them the social and architectural encumbrances designed for more rugged climates and have adopted new ways especially suited to the sun-warmed Pacific slope.

California's contribution to gracious living has been, so far, largely materialistic. It has not yet made any artistic or intellectual advance comparable to that which it has made in the mode of physical living. Moreover, not all Californians pursue the California way of life as shown on the following pages. The state has a normal quota of poverty and more than a normal quota of screwiness. But enough people live this way to set a pattern which appeals to millions of non-Californians as the most glowing example of the modern good life.

\$3,000 A YEAR

Fireman's family loves to live in the sun

The most valuable ingredient of the California way of life—sunshine—is free. The wealthiest Californians cannot absorb any more of it than the Loeffler family of Glendale whose income is \$3,000 a year. LeRoy Loeffler, 32, has been working for three years as an engineer in Glendale's Fire Department. He has a wife, Joyce, and two daughters, Lynanne who is 5 and Janine who is 2½. The Loefflers live in a neat white \$7,800 bungalow with six rooms and two fireplaces. They bought it on an FHA loan on which they now pay \$37.50 a month. Like almost all Californians they have a car, a Dodge, with which they can drive 2 miles to Glendale's shopping center, 12 miles to Los Angeles or 25 miles to the Pacific Ocean beaches.

The Loefflers pay \$80 a month for food, one third of it for vegetables and fruits, \$15 a month for milk, \$25.50 a month for insurance and about \$15 a month for utilities. During the three chilly months the bill for heating with gas stoves is \$6 a month. In Mrs. Loeffler's spacious kitchen are an electric refrigerator, an electric range (with built-in clock and cooking lamp), an electric iron and toaster. One day a week she does the family washing with an Easy electric washing machine. It takes her two hours, half an hour more to dry it in the sun. California air is so clear that she dusts only twice a week. The Loefflers are very thankful that they live in California. "My kids," says Mr. Loeffler, "have a better chance to be healthy here than anywhere else."

LOEFFLERS' HOME IS TYPICAL CALIFORNIA BUNGALOW, MODERN AND COMPACT



OUTDOOR LUNCHESS are routine for Californians. The Loefflers wear simple summer clothes all year round.



MRS. LOEFFLER'S SISTER drops in for a visit, bringing her small baby. She is a model, lives in Monterey.



ORANGES AND LEMONS grow in backyards. Loefflers tend young lemon tree that will bear in four years.



FARMERS MARKET in Los Angeles has an enormous variety of fruit and an outdoor cafeteria to eat lunch in.



LOEFFLER KITCHEN is filled with modern appliances. All of the indoor meals are eaten in a kitchen alcove.



FAVORITE SPORT of the Loefflers is miniature golf. Roy Loeffler was born in California, his wife in Chicago.



OUTDOOR LOUNGE, where Roy Loeffler likes to rest on Sundays, is made of California redwood painted white. This type of furniture is common and inexpensive. The

lounge cost \$15. Besides the advantages of city life, the Loefflers enjoy rural privacy. Lot beyond fence is vacant. Loeffler lot, 63 by 120 feet, has room for vegetable garden.



UNDER THE BEAUTIFUL BLOSSOMS OF A BOUGAINVILLEA VINE, NANCY AND BETTY CAMPBELL AND A BENDIX ELECTRIC WASHING MACHINE DO THE FAMILY LAUNDRY

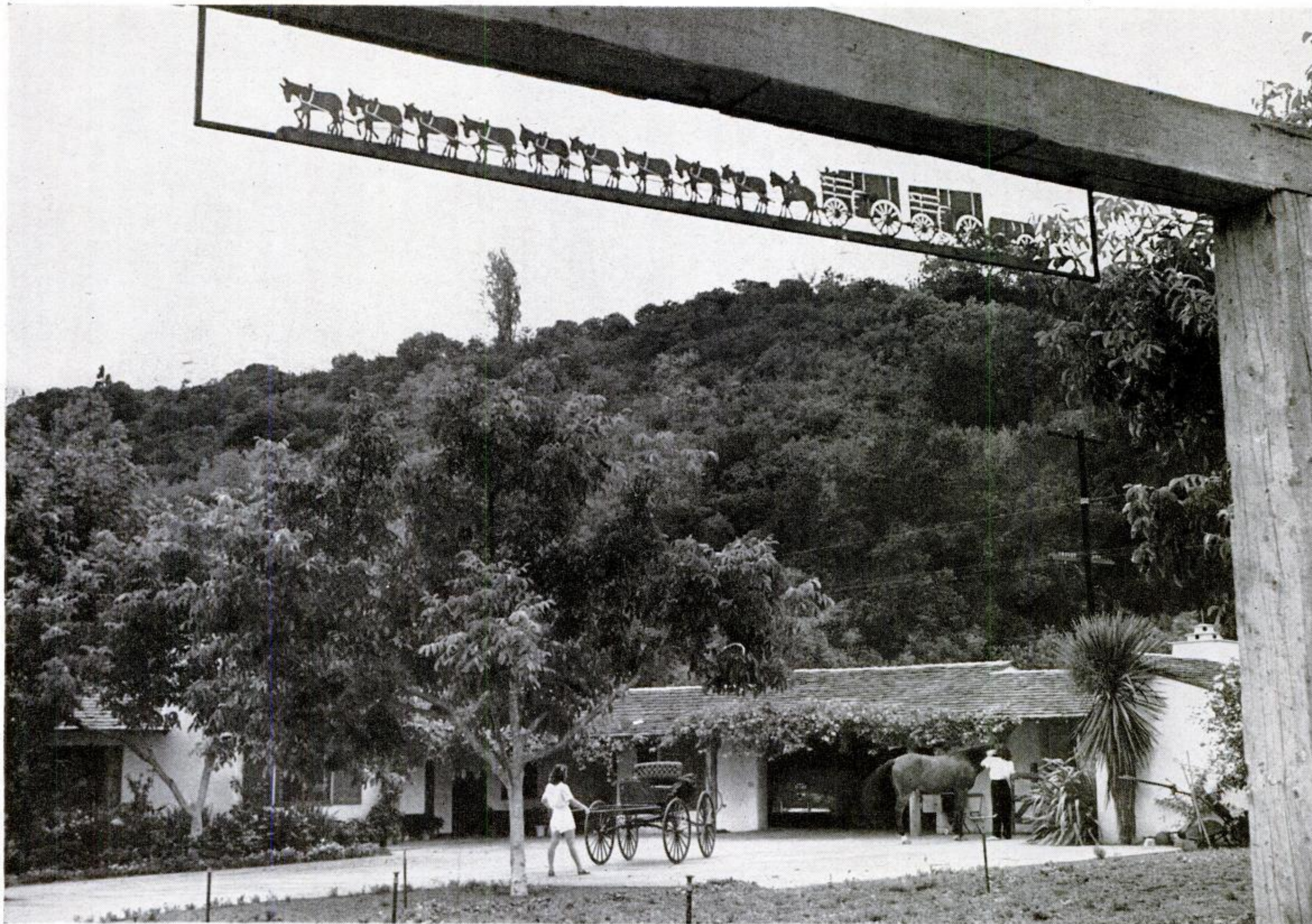
\$10,000 A YEAR

A salesman's family leads
a life of rustic comfort

The Arthur B. Campbells, who live in a rambling ranch-style home between Los Angeles and Santa Monica, have an income of about \$10,000 a year. They have two children, Betty, 18, and Nancy, 16. Their house, built at a cost of \$18,000 including the three-quarter-acre lot in the foothills of the Santa Monica range, contains three separate units—living, garage, stables—connected by open-air corridors. The grounds, unconventionally landscaped, contain fruit trees and alfalfa which Mr. Campbell

raises for the family's two handsome saddle horses.

The Campbells have two cars, a Lincoln-Zephyr for Mr. Campbell, who is a sales manager for the Pacific Coast Borax Company and drives 20 miles to his office, and a Chrysler for Mrs. Campbell's social life and her shopping. The Campbells do not live as differently from the Loefflers as might be supposed from the difference in incomes. They get along without servants, do their own housework, dress in the same simple outdoor type of clothing.



THE CAMPBELL HOME is entered by a driveway which passes under a wrought-iron silhouette depicting the famous Death Valley 20-mule borax team associated with

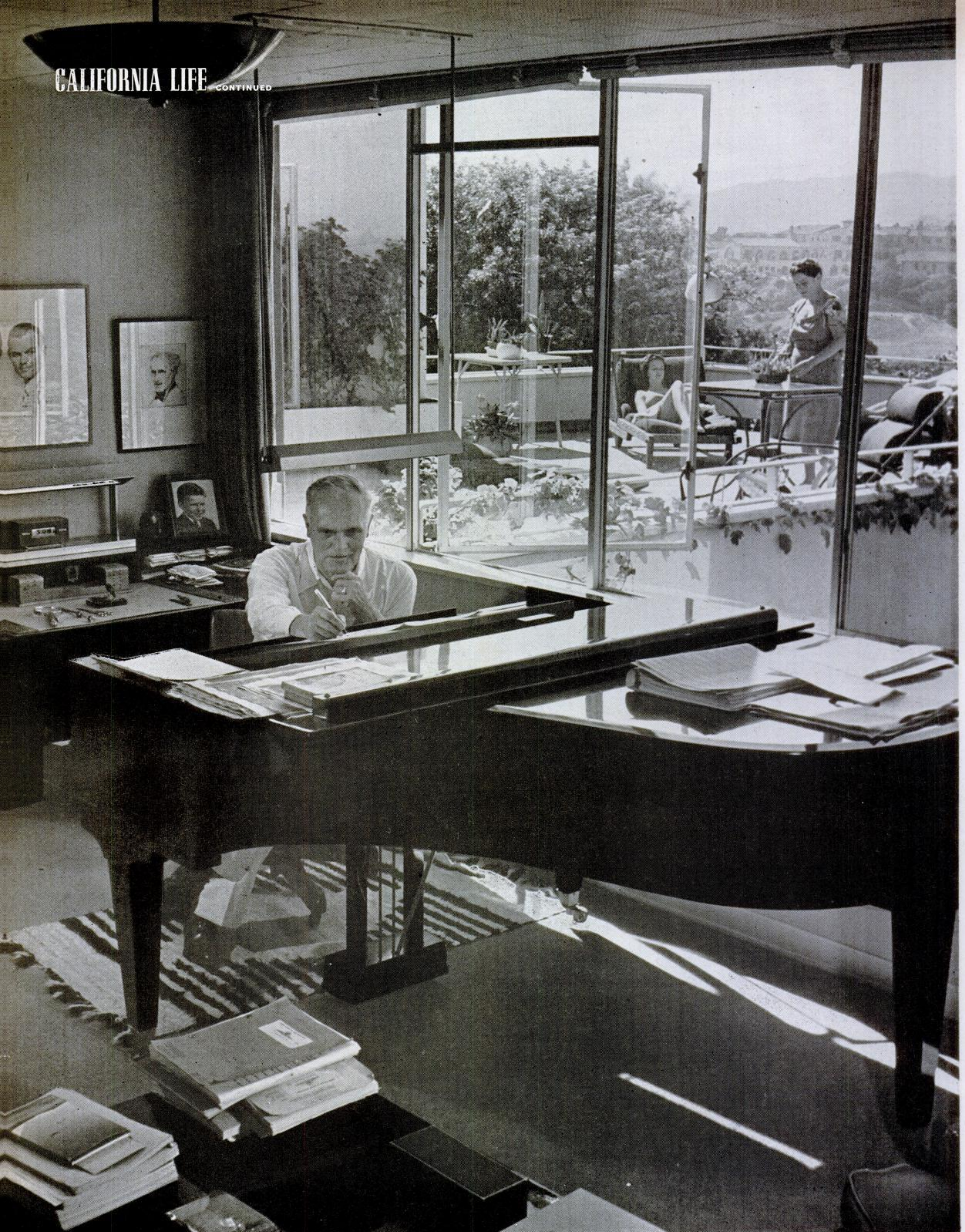
Mr. Campbell's business. Here Betty is pulling a buggy to which Nancy will hitch her horse. Grounds are often visited by coyotes and quail from neighboring mountains.



ON THEIR BACK TERRACE the Campbells eat their meals, cooked on a portable charcoal-burning barbecue. Like Loefflers, they use rustic California redwood furniture.

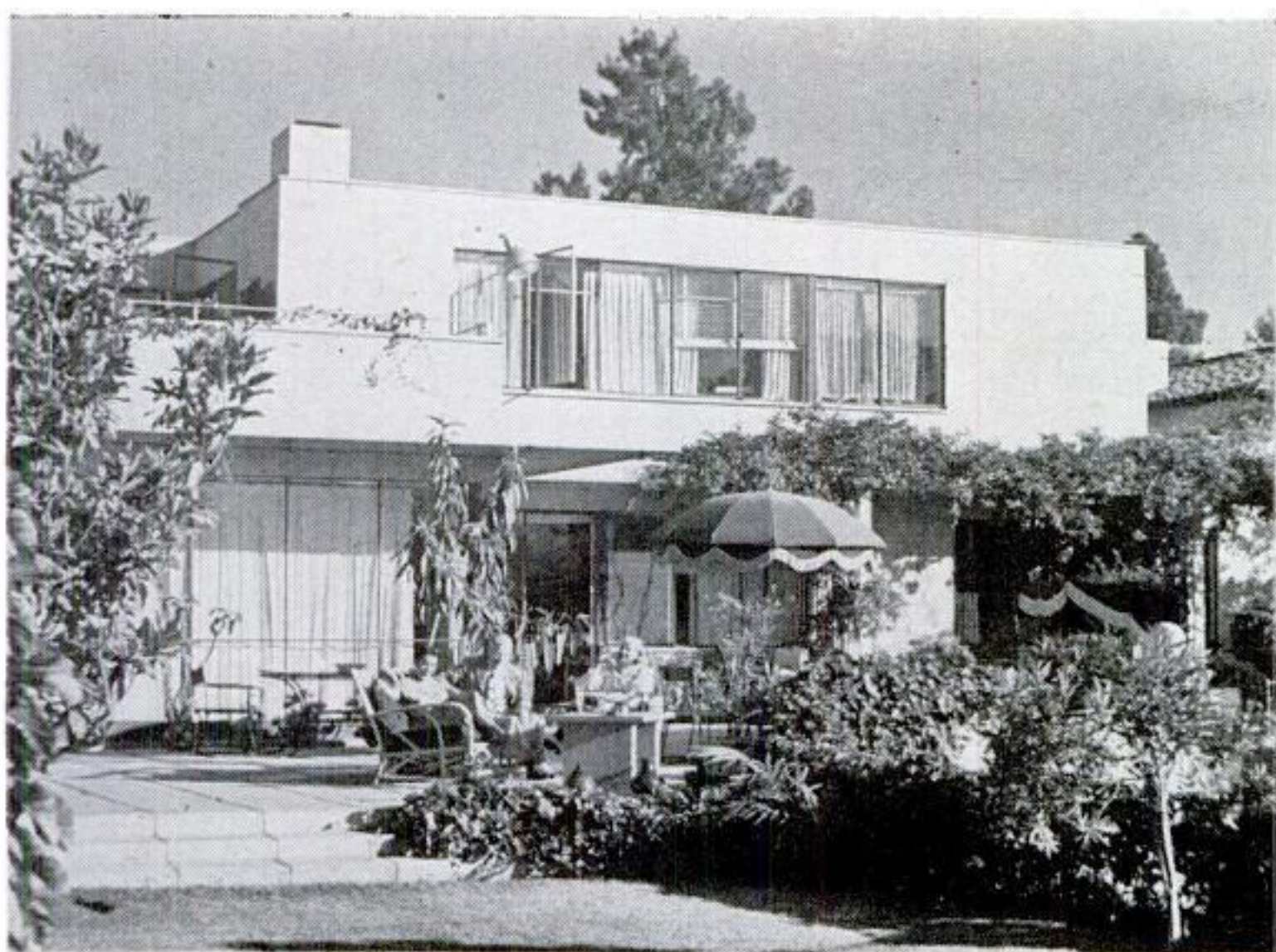


NANCY LOVES RIDING. Her horse Keeno is a 7-year-old brown Arab who takes her over bridle paths in the mountains and goes swimming with her in Santa Monica surf.



IN HIS STUDIO Herbert Stothart works at his composing while his wife and daughter Carol chat with a friend on the adjacent sun deck. Huge windows, running the length of

the room, look over a country club toward the Santa Monica range and give the studio the typical indoor-outdoor touch. Picture at left is a portrait of Lawrence Tibbett.



STOTHART HOME IS A MODERN TWO-STORY HOUSE WITH LARGE AREAS OF GLASS

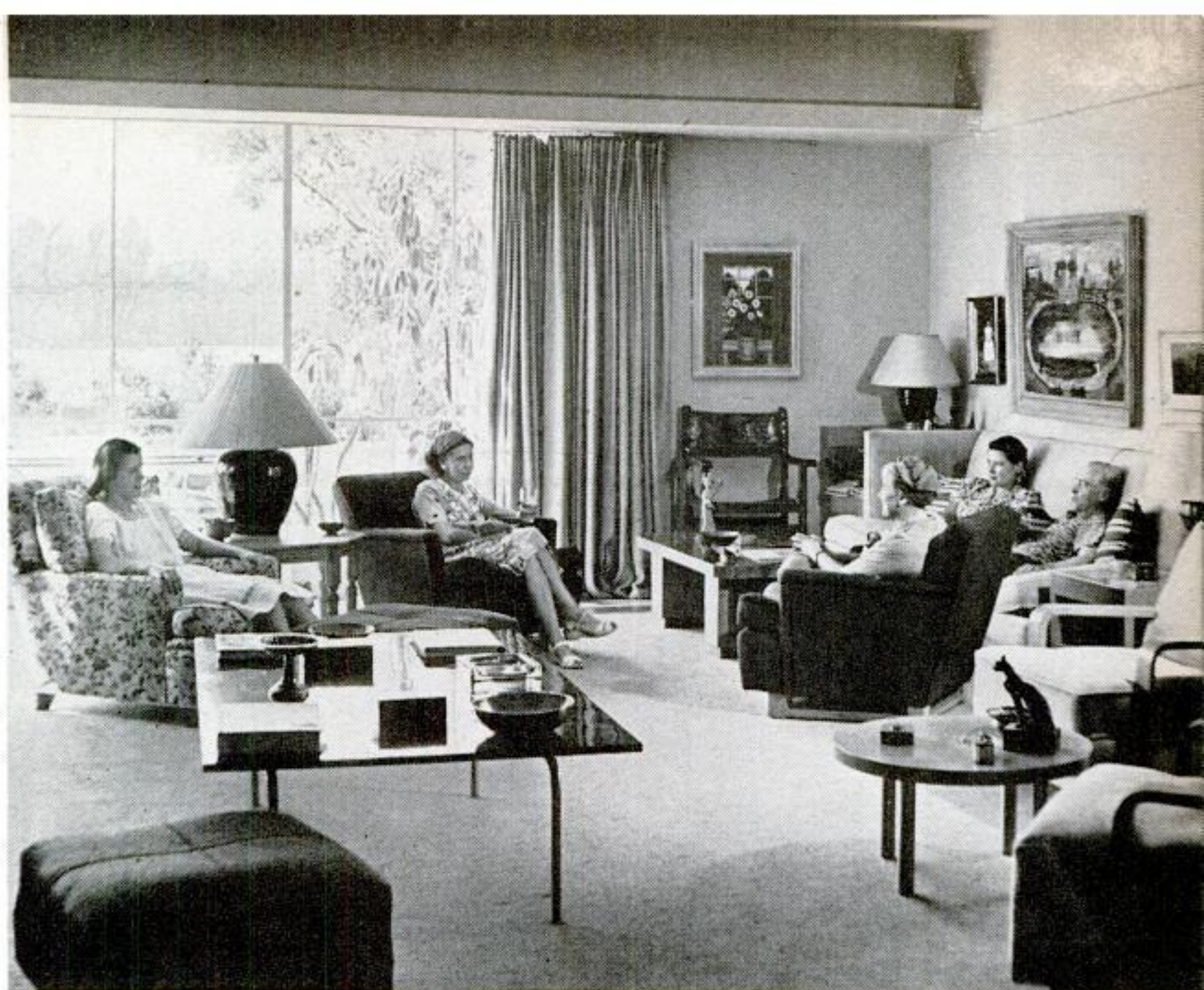
\$50,000 A YEAR

Composer enjoys unpretentious luxury

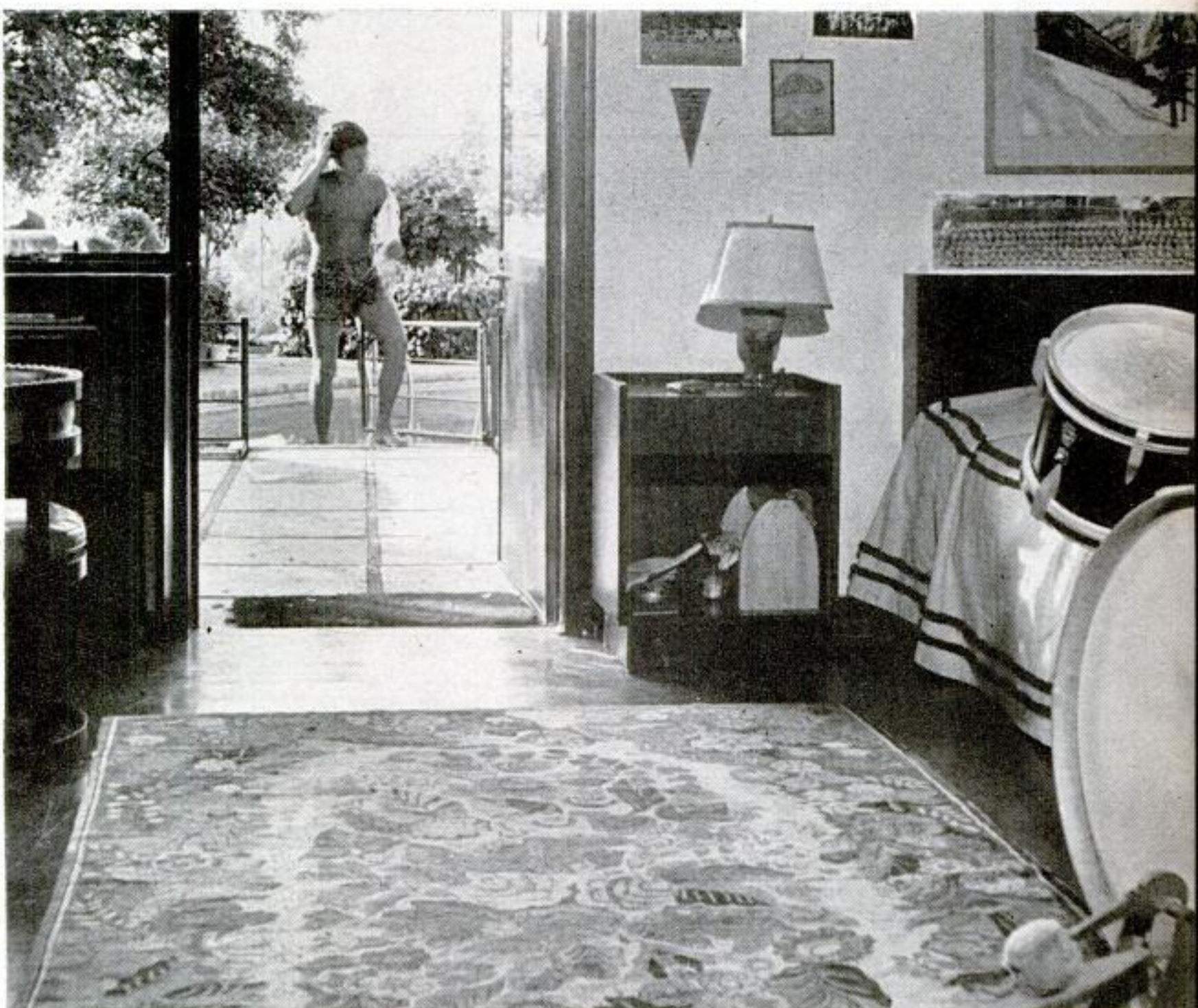
The Herbert Stotharts are wealthy. A successful composer, Herbert Stothart draws a salary of about \$50,000 a year as a musical director at Metro-Goldwyn-Mayer, where he has arranged scores for such pictures as *Rose Marie* and *Maytime*. The Stotharts lead, on a higher scale, the informal indoor-outdoor life of other Californians. They employ a Negro cook and, in normal times, a butler. Their house, designed by Architect J. R. Davidson and built at a cost of \$30,000 (exclusive of landscaping and swimming pool), is notable for its clean modern lines, its glassed-in areas and its magnificent view overlooking the grounds of Santa Monica's fashionable Riviera Country Club. The canyon slope below the house is planted with lemon, lime, orange, avocado and tangerine trees. The Stotharts have four cars—two Studebakers, a Ford, a Chevrolet—with which they can drive 25 miles to Los Angeles, a mile to the nearest big shopping district, five miles to Mr. Stothart's studio on the M-G-M lot.



FAVORITE HOBBY of Mrs. Stothart is painting. Here she finishes off a full-length portrait of her daughter Carol in the circular patio of their home. Carol, 22, is a Wave.



THE STOTHARTS' LIVING ROOM is finished in modern good taste. Built-in furniture was designed by architect of house. The enormous window at rear, which can be shut off with curtains, commands a beautiful view of the adjacent canyon and hills.



HERBERT JR., a husky youth of 16, can walk straight from his room (above) into the Stothart swimming pool, conveniently located just outside. Indoors his favorite occupation is trap drumming. Below: the Stotharts entertain on terrace overlooking the pool.





AMPHIBIOUS LIFE

Californians are amphibious. They spend large portions of their lives immersed in pools, riding the breakers of the Pacific and sunning themselves on their vast beaches. Los Angeles

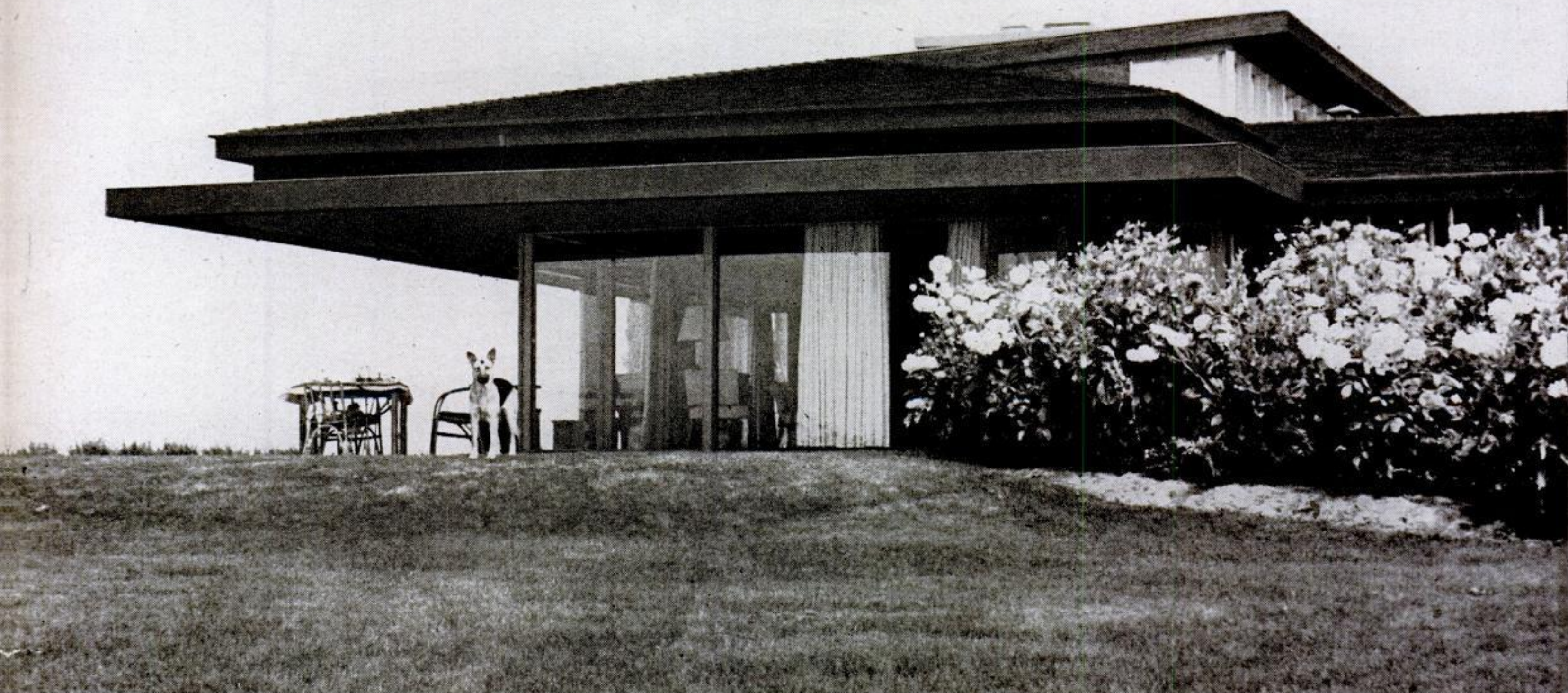
has about 4,000 private pools and Californians as a whole has more than all the rest of the U.S. combined. Private pools cost from \$1,000 up to build, average around \$4,000. Less wealthy



Californians build their own. Above: the Stothart youngsters join their friends for a dip in the elaborate fan-shaped pool adjoining their home (*see preceding page*), which cost Mr. Stothart about \$10,000.

But Californians do not have to make \$50,000 a year to enjoy swimming. Nearly all of them live within driving distance of Pacific beaches, where up-to-date trailer camps make possible semi-permanent

living. Above: Miss Rose Schwartz suns herself in front of her tent at Huntington Beach Trailer Camp. Behind her are trailers of one of the many camps in which sun lovers often live for months at a time.



HILLTOP HOMES in California are built with simple low-slung outlines, airy terraces and plenty of glass to

take advantage of the beautiful views that abound in the California hills. This one (*also shown on p. 105*) was de-

signed for Dr. Louis Lek at La Jolla, 115 miles south of Los Angeles, by Los Angeles Architect Harwell Harris.

ARCHITECTURE

California has a style all its own

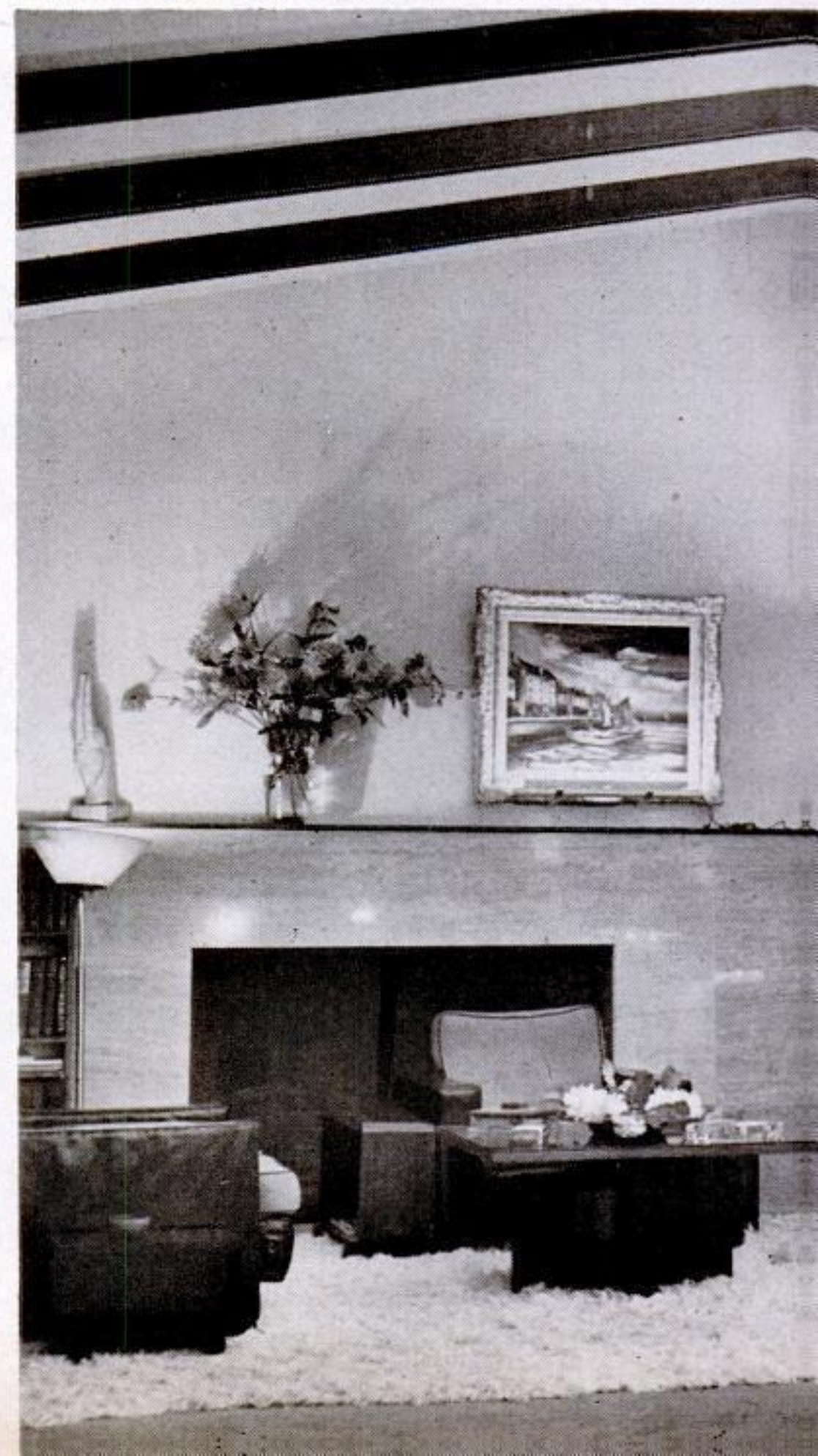
INTERIOR OF THE LEK HOME is spacious and simple. Living room (*below*) has modern, functional furni-

ture in keeping with the over-all design. Its large glass windows look out over terrace toward the Pacific Ocean.

For at least a generation, California architects have been evolving a style of architecture specially suited to the requirements of California living. In creating this style they have made sound use of native materials like California redwood, have built their houses to take full advantage of beautiful natural settings and of the average Californian's love of open-air life.

California homes are usually low-slung and rambling, fitting into the magnificent scenery that surrounds them. Built for semitropical temperatures, they

OTHER LIVING-ROOM DETAILS of the Lek home include the glass wall covered by a curtain at the right,





SEASIDE HOMES of equally modern design dot the more fashionable California beaches. The one on the

right was built by Architect Richard Neutra for Mr. and Mrs. Albert Lewin beneath the palm-fringed Santa Mon-

ica palisades. Lewin house has circular sun deck. House at left is rented by Movie Producer Joseph P. Schenk.

dispense with cellars, limited window space, compactness and other features, once made necessary by the colder winters of the eastern U.S. Characteristic types of California home design include the Monterey stucco bungalow (like the Loefflers'), the rambling ranch house (like the Campbells') and the modern, functional type of home illustrated on these pages. Very popular among wealthier Californians, the modern house combines tasteful rectangular outlines with a maximum use of glass. Courts, patios, terraces, sun decks and glassed-in

porches often take the place of corridors and hallways, leaving large areas of the house exposed to the open air.

Among the most famous modern California home designers, Richard Neutra, who came to California from Austria in 1923, is the leading figure. But many Californians find his severely modern houses (*see above*) too extreme and prefer the more unobtrusive, rangy dwellings designed by Harwell Harris (*opposite page*), John Funck (*below*) and J. R. Davidson (*see the Stothart home, p. 111*).

fireplace and redwood ceiling beams. Shelflike arrangement supporting ship models is made of California redwood.

SPACIOUS LIVING is illustrated in living and dining room of the Marvin Heckendorfs in Modesto, designed

by John Funck. Modern California homes make extensive use of built-in furniture like the table at left rear.





HIGHWAY TO LAKE ARROWHEAD winds through canyons, ascends from warm orange groves to snow-clad

slopes (in winter) in the short space of 20 miles. Lake Arrowhead is popular resort both in summer and winter.

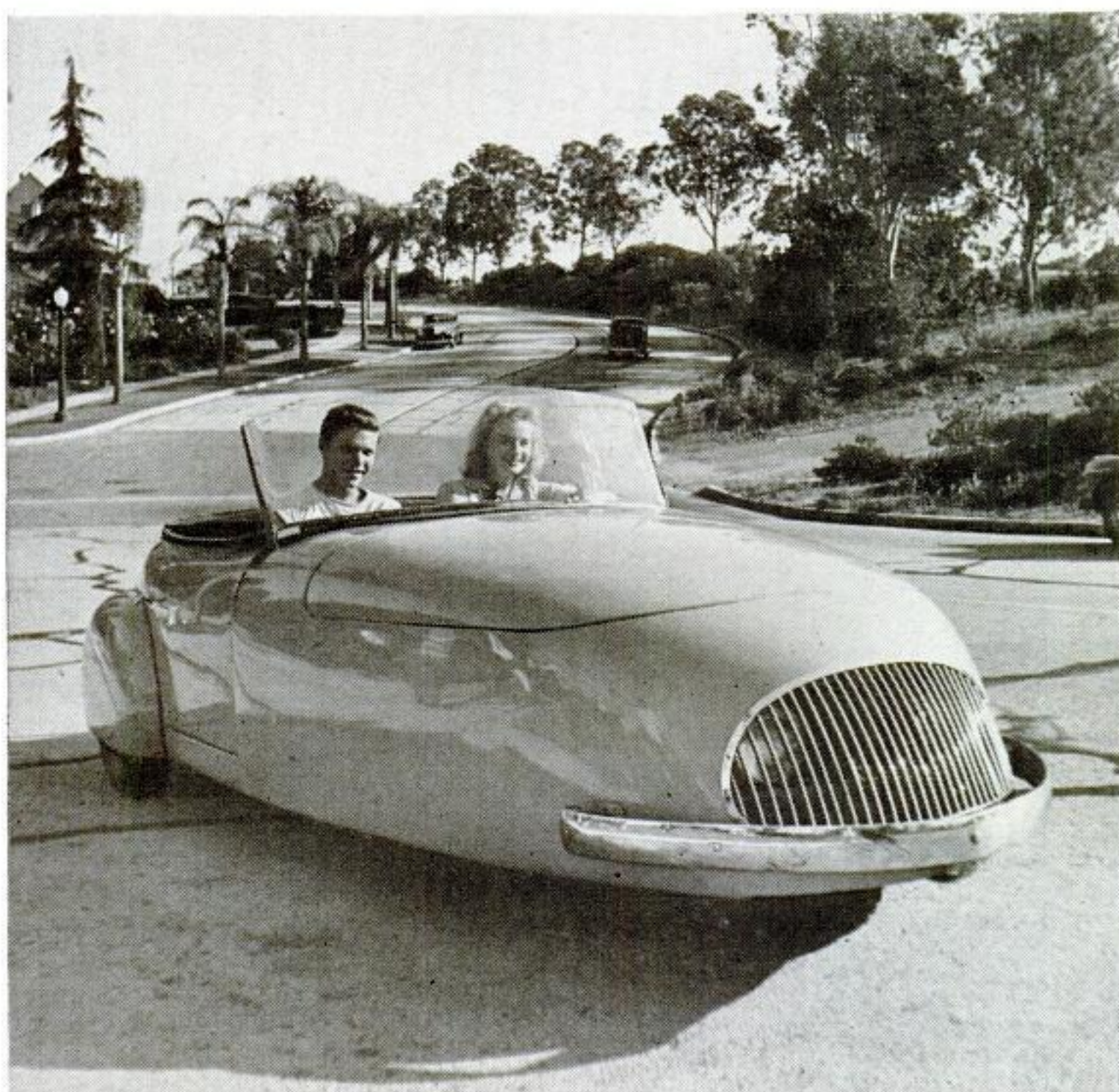
MOTORING

Californians spend much of their time in their cars

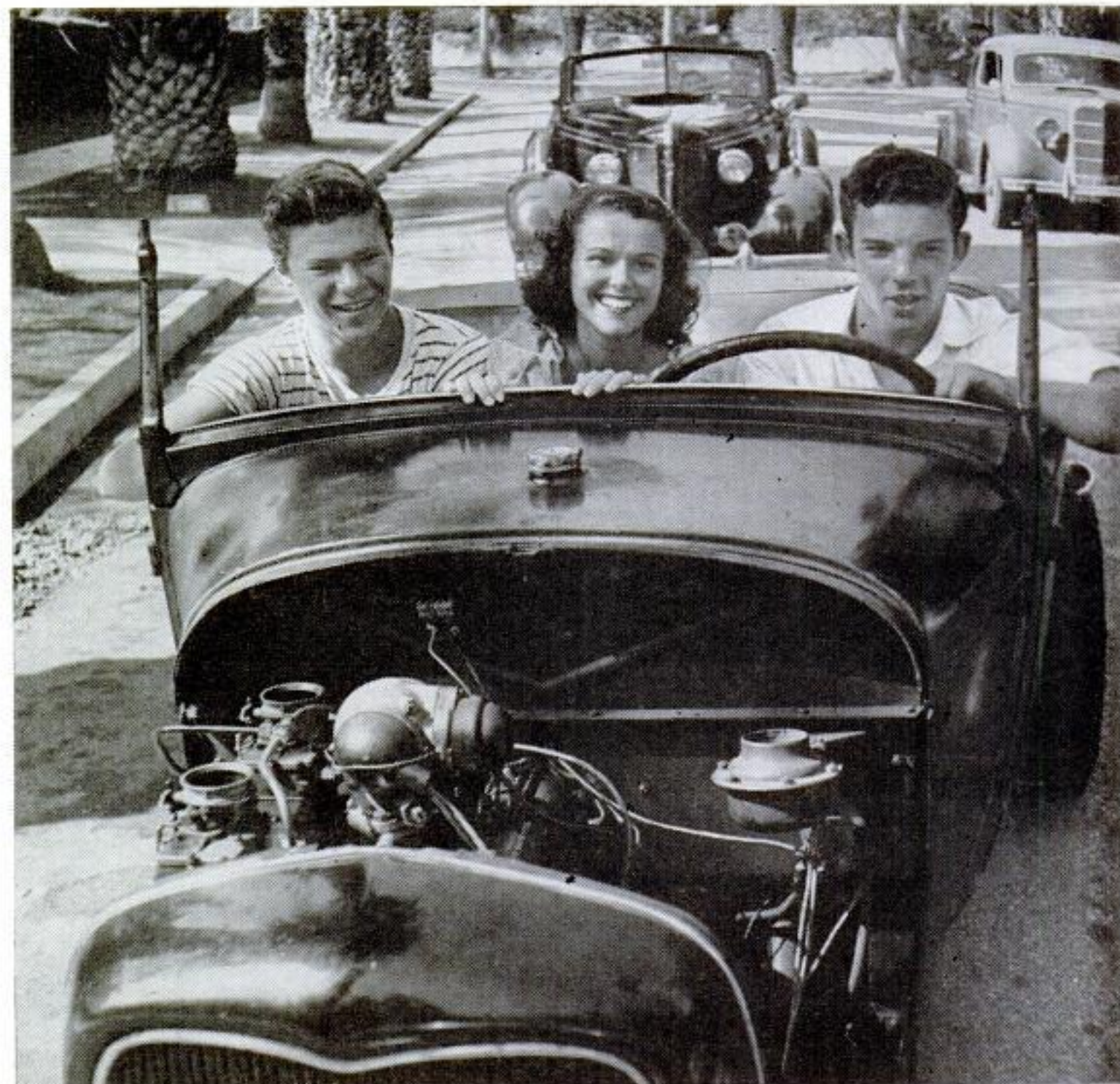
In the sprawling communities of Southern California an automobile is almost as necessary as a pair of legs is in other sections of the U.S. A typical inhabitant of Los Angeles is helpless without one. His favorite night spots are on Sunset "Strip," ten miles away. His favorite movie house is down the street on Wilshire Boulevard. His favorite restaurants are on La Cienega Boulevard, ten miles in another direction. His favorite music auditorium is the Hollywood Bowl, still another ten miles away. The beach is almost as far. He lives not in Los Angeles, but around it.

As a consequence of this enormous travel, Los Angeles has developed the roadside institution of the "drive-in" to an extent that would be considered fantastic elsewhere in the U.S. It has not only drive-in restaurants and movie houses, but drive-in furniture stores, markets, laundries, even a drive-in bank where depositors can pull their cars right up to the teller's window.

Living in a natural paradise where highways connect modern communities and farms with some of the most beautiful scenery in the U.S., the Southern Californian has created a way of life that, on the physical side, has at least some of the elements of Utopia. The eastern U.S., with its colder climate, deeper traditions and older, crowded cities, could hardly expect to reconvert its urban life along the lines of the California model. Nevertheless, the California way of life has much that can be used—and is already being copied—elsewhere in the U.S. Its clean-cut modern architecture, its decentralized communities, the spacious freedom of its automotive habits, even modified features of its indoor-outdoor home life, all have something to contribute to the future pattern of American living.



FANCY CARS appeal to Californians. This one, newly designed by a California firm which hopes to build more, has three wheels and can do more than 100 miles an hour.



"HOPPED-UP" CARS, made out of old Model Ts and As with extra carburetors and other gadgets, are the pride of California's fast-riding, mechanic-minded youngsters.



IN THE REDWOOD FORESTS OF YOSEMITE
TOURISTS FEED DEER FROM THEIR CARS



Isaiah Bowman

The world's leading political geographer, who helped frame American peace policy at Versailles, now has a new set of boundary worries

by ROBERT COUGHLAN

Geography, like cooking, love and other basic subjects, is more complicated than most people think. Although the war increased popular interest in it, the general average of geographic knowledge remains at about the level of the seventh grade, where most students leave it to go on to eighth-grade arithmetic and other troubles. A certain sublevel is represented by people like Huckleberry Finn who, while passing over various areas in a free balloon, was disappointed to find that all of them were the same dull green and not pink, yellow, purple or brown as shown in the geography books.

At the other extreme from Huck Finn are the professional geographers. They have made the world their oyster and pursue the last shreds of information about it by dividing into task forces, such as those devoted to physiography (land contours), demography (races and people) and commercial geography (economics). At the top of the geographers are the geopoliticians, who add everything up and interpret it in terms of international power and opportunities. At the top of them all, one encounters Dr. Isaiah Bowman. He looks rather severe, as if he had just caught the world in a dereliction and was about to give it a talking to.

Without a doubt, Dr. Bowman is the leading geographer in the U. S. and probably in the whole world. During the last 40 years his diverse talents in this line have won him 13 honorary degrees, nine honorary fellowships and six medals, as well as the presidency of Johns Hopkins University, the American Geographic Society, the International Geographers Union and the American Association for the Advancement of Science. He speaks the language of his trade with the same ease and perfect incomprehensibility, so far as the layman is concerned, that Sid Gary speaks double-talk (e. g. "thalweg," "divortia" and "cuesta" mean respectively the middle of a river channel, a water-parting in the mountains and a ridge with one slope steeper than the other). His memory is prodigious, enabling him to recall in a moment the rate of population growth in Java, the proportion of East Indians among the inhabitants of the Fiji Islands (nearly half) and similar \$64 questions. "Dr. Bowman," one of his colleagues has remarked, "is absolutely peerless. In a manner of speaking, you might say he is the Byron Nelson of geography."

Bowman's high ability is an important asset to the U. S. at the present time. Correct geographical-political interpretations are the foundation for sound foreign policy and, conversely, unsound political geographers can cause a great deal of trouble when the world is in an unsettled condition. Professor Karl Haushofer, for instance, the head of the famous Institut für Geopolitik, was influential in turning German thinking into the paths of aggression. Haushofer was a mystic and his system was full of Teutonic spookerie and *Weltanschauung*. Bowman, on the other hand, is not in the least mystical. He is as realistic and tidy-minded as a certified public accountant. Although human prejudices necessarily play a part in his calculations, he disapproves of them. In some ways he disapproves of humans. This feeling, however, is tempered by a persistent idealism that makes him think mankind may eventually turn out better than he suspects.

Dr. Bowman's rather jaundiced view of people is based on two prin-

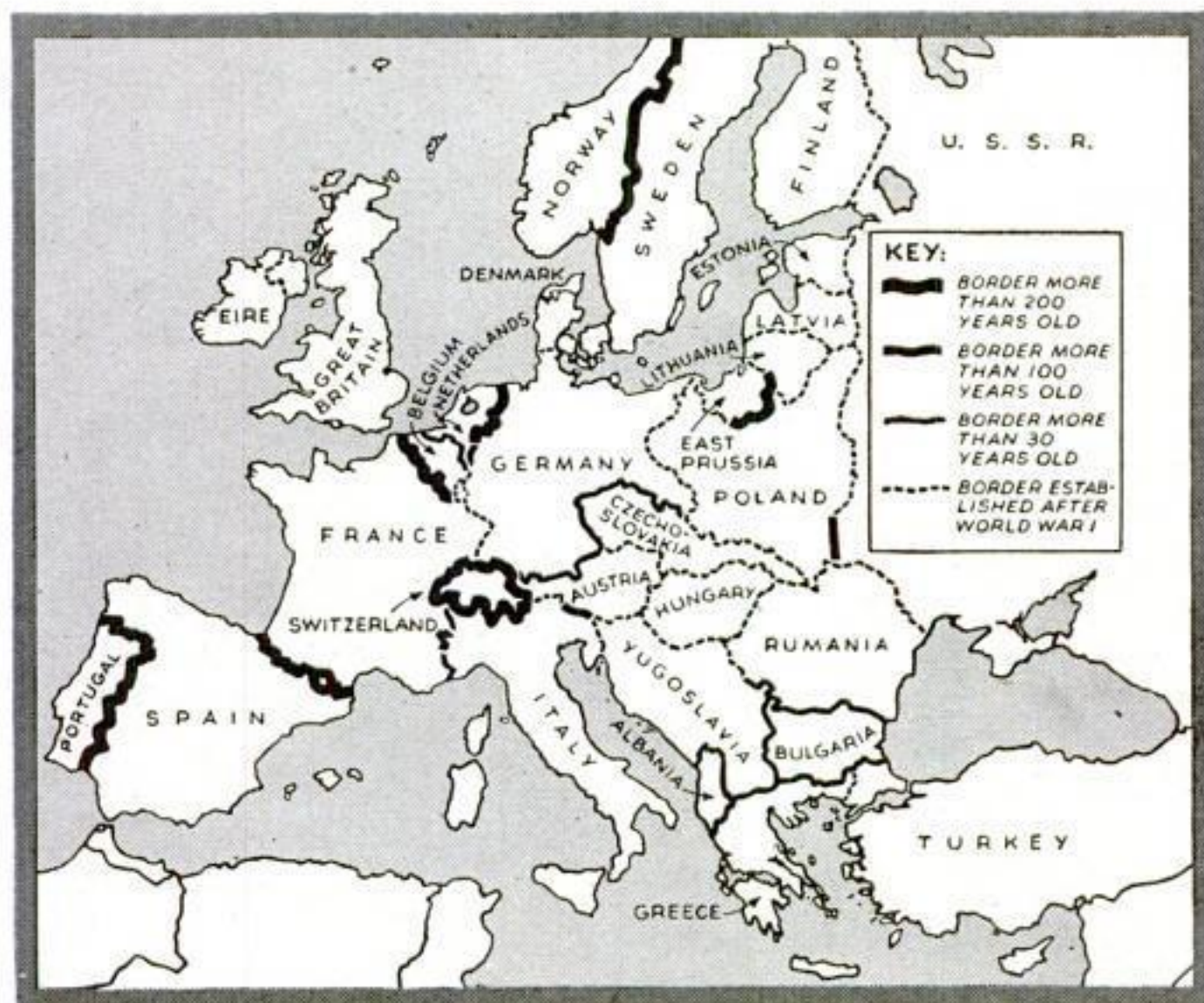
cipal defects in them. One is their laziness. The other is that they lead fractional lives, largely unaware of the potentialities that lie around them. At his home he has four filing cabinets given over to folders labeled "Who Are You?" "Where Do You Live?" and "What Do You Believe?" "In 1938 my wife and I visited the University of Puerto Rico," he recalls. "We were told, when we arrived, of the paucity and smallness of the indigenous Puerto Rican flowers. Yet a few days later one of the faculty invited us to dinner and there we found that his wife had some 500 life-size watercolors of Puerto Rican flowers. They were lovely. Those people at the university, you see, did not know the answer to 'Where Do You Live?' What a pity."

Dr. Bowman himself is a living example of his alert, perceptive, hyper-tensive ideal. He serves on numerous boards of directors of business and public institutions, is the author of 14 books, is a consultant for several learned societies and government agencies, makes infrequent but massive speeches, and in the past has accomplished feats of strength ranging from winning the wrestling championship of his neighborhood to climbing the Andes. During his ten-year regime at Johns Hopkins, which was previously in a slump, he has raised \$1,000,000 in endowments and reduced the operating deficit of the school from \$164,000 a year to nothing. When Dr. Bowman walks into the office of a prospective benefactor, his manner is at the same time crisp, affable and remorseless. With his rimless glasses, stiff collar and impeccable grooming, he is a picture of directed and controlled efficiency.

During the last several years Dr. Bowman has managed to run Johns Hopkins capably by spending only two or three days a week there. The rest of his time he has given largely to the State Department, either in Washington or at the scene of international conferences. He spent two months at San Francisco, where, among other jobs, he was chairman of the committee of advisers—including John Foster Dulles, Hamilton Fish Armstrong and similar eminences—who gave expert counsel to the U. S. delegation. In this role Dr. Bowman was a full-grained statesman, dealing with the imponderables of world politics including Stalin's mood at breakfast as reflected in Molotov's attitude at lunch. With the international organization set up and running (however hesitantly) the next order of business is the actual drawing of boundaries. This is exactly Dr.

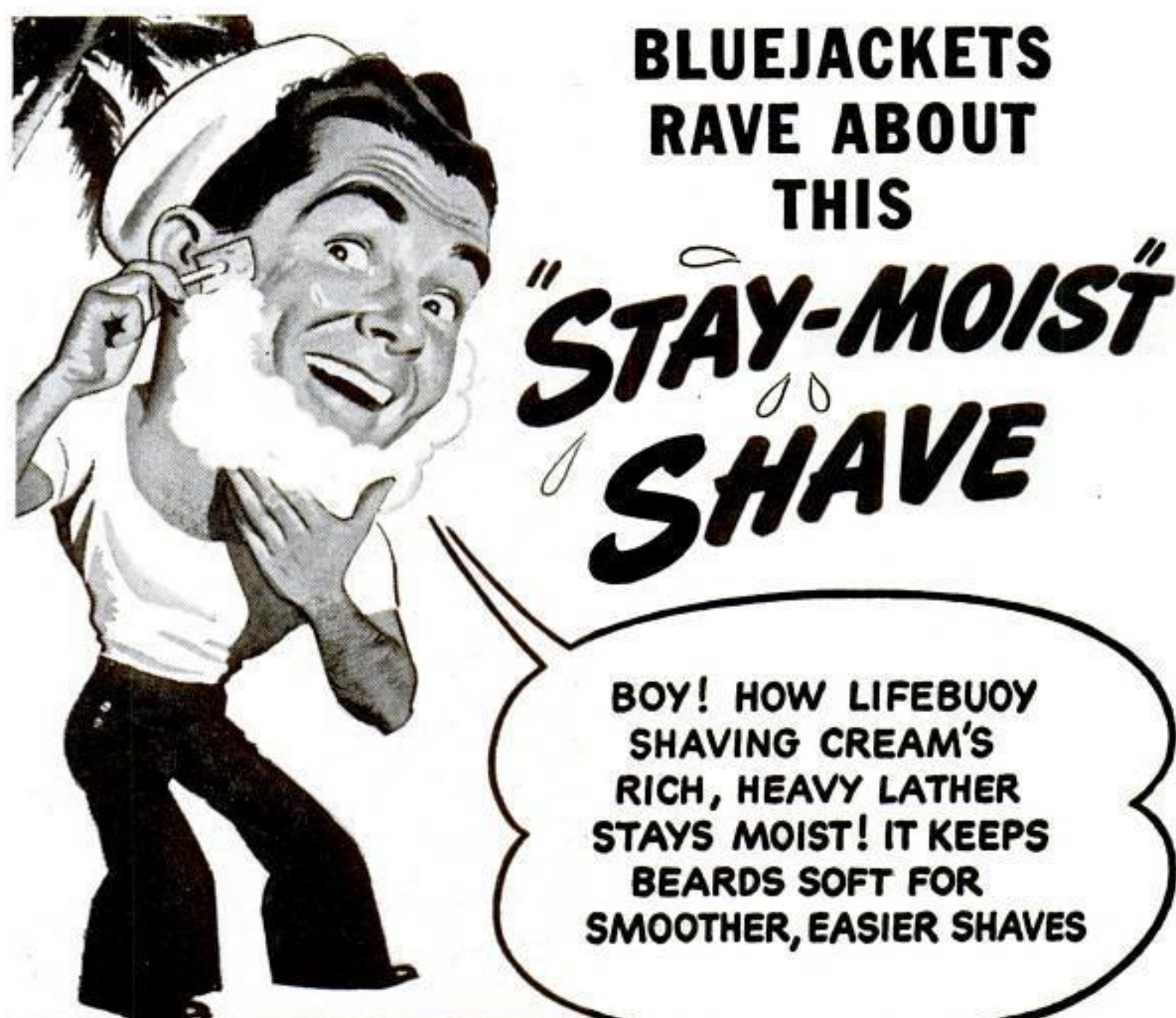
Bowman's dish. Under his chairmanship the State Department's Territorial Committee has drawn up detailed recommendations for all the disputed areas of the world.

These represent the ripe fruition of a lifetime's study by Dr. Bowman and the other experts involved. They are documented, closely reasoned and geographically impregnable. Nevertheless, when they are submitted to the peace conferences, the chances are that none of them will be accepted *in toto* by the countries affected. The fact is that boundary-making, while it draws on many sciences, is not itself a science and there is no such thing as a "scientific boundary." A boundary is simply a line, and like all man-made lines it is arbitrary. Moreover, when peaceably arrived at it is usually the result of a compromise in which each party has convincing reasons why it should be moved farther into the other's territory.

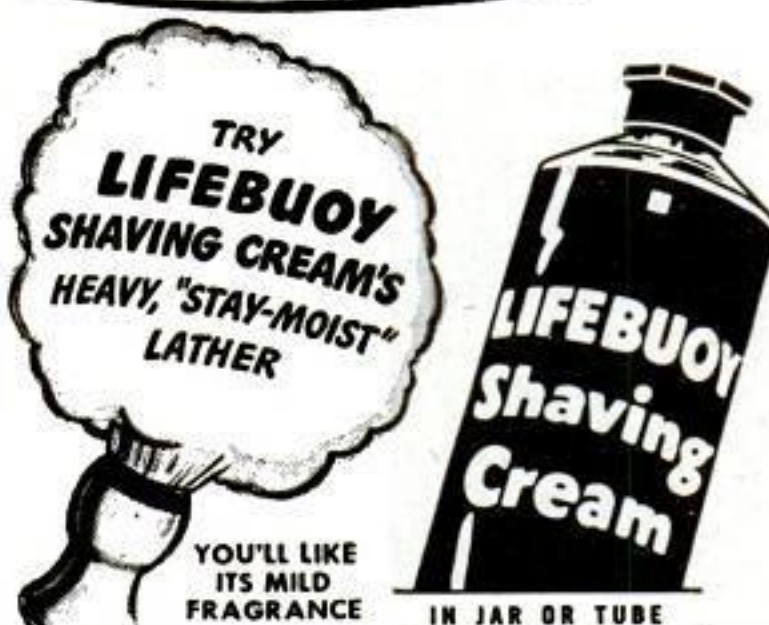
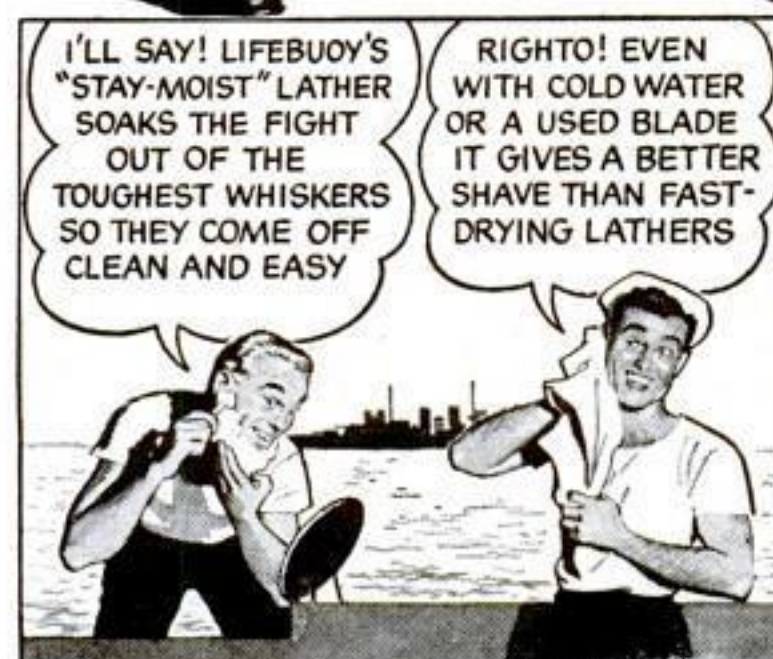


EUROPE'S BOUNDARIES are a recurrent problem to Dr. Bowman. They have short life span, with few more than 200 years old. Those in east and southeast, particularly unstable in the past, will undergo drastic rearrangement under the leadership of Russia.

CONTINUED ON NEXT PAGE



BOY! HOW LIFEBOUY SHAVING CREAM'S RICH, HEAVY LATHER STAYS MOIST! IT KEEPS BEARDS SOFT FOR SMOOTHER, EASIER SHAVES



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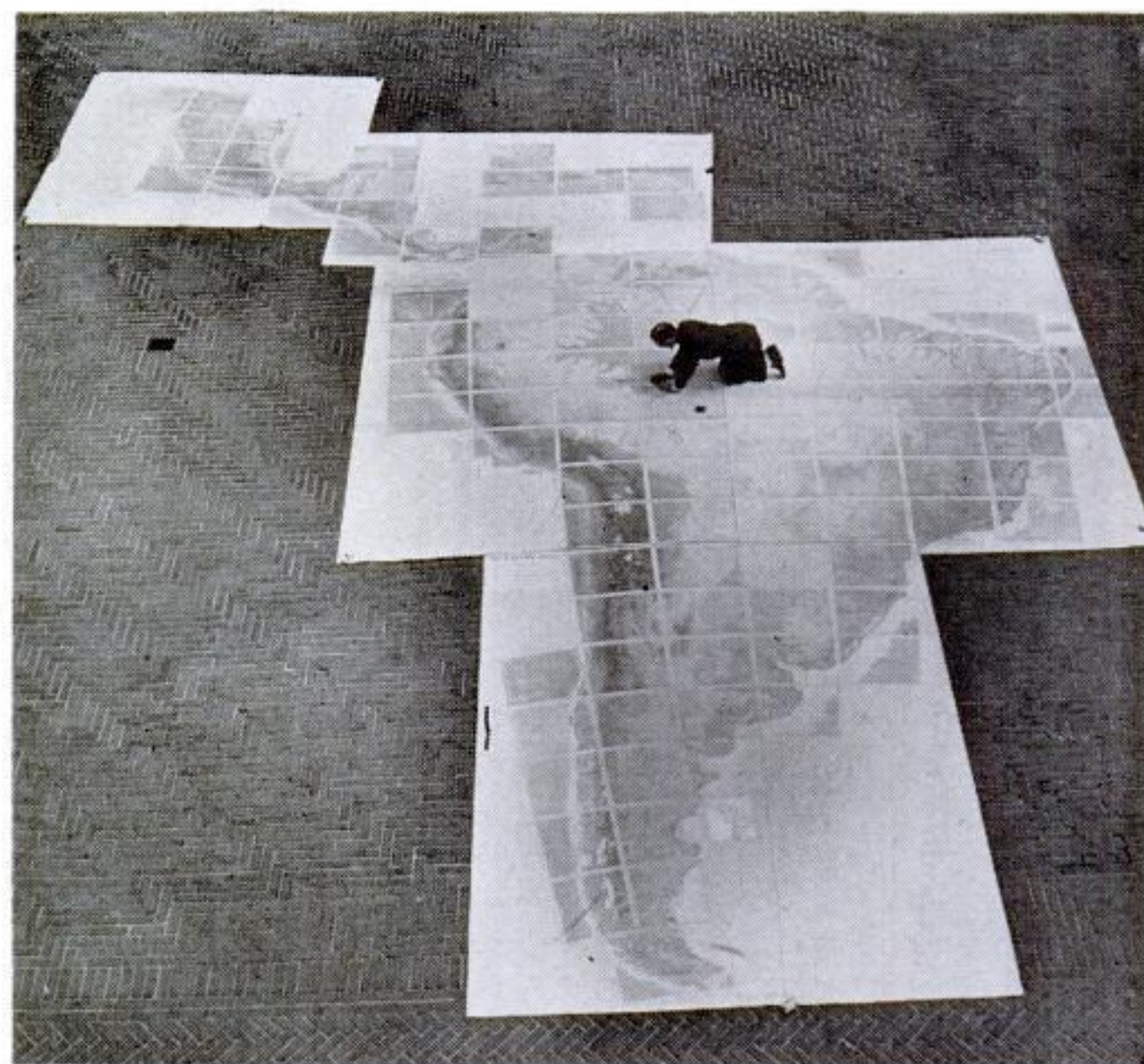
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THE MILLIONTH MAP of Latin America, drawn 1/1,000,000 actual size, was made under Bowman supervision. The map has helped settle many disputed boundaries.

ISAIAH BOWMAN CONTINUED

This being the case, the main efforts of a statesman-geographer such as Dr. Bowman must be arbitral: to see that, in the absence of perfect justice, something resembling justice is done. Towns should not ordinarily be separated from their economic trading areas, national groups from the main body of their countrymen, or industries from their nearby raw-material sources. By and large, the difficult boundary cases are in Europe, since it is there that nationalism began and there that it has taken on its monomaniac forms. The State Department will have as many as 30 disputed European boundaries to worry about. These include Tetschen, Fiume, Trieste, Upper Silesia and other reliables that have been causing wars for generations and that can never be demarked to anybody's complete satisfaction. In the rest of the world, as late as 150 years ago, boundaries were quite nebulous, and even today, in some "backward" areas, the native inhabitants have no particular sense of nationality and refuse to be excited by neighborly encroachments that would send Europeans rushing to the arsenals. Of course, since these peoples are largely subject to European colonial powers, which feel differently, adjudication of their borders will not be simple, either. Even the unique "unarmed" U.S.-Canada border, which looks simple and to whose definition both countries came with great goodwill, required 19 treaties, conventions, protocols and arbitrations to straighten out. As for the U.S.'s southern border, it probably never will be settled, since it is based on the Rio Grande, which frequently changes its course and puts small tracts of U.S. soil under Mexican sovereignty, or vice versa.

How to make a boundary

To the solution of these ultimately insoluble matters Dr. Bowman brings only a few rules of thumb. One is that if a boundary has lasted a long time without much friction, it should be left alone even though there may be some plausible reason for changing it. Another is that the right of "national self-determination" is not sacred. President Wilson was insistent on the opposite view during the making of the last peace but, as events showed, it was not too little nationalism but too much that helped make Europe unstable. In general, in forming his judgment about a boundary Dr. Bowman aims at the best compromise among three factors. One is history—who has owned the territory and how it was acquired. The second is the current situation—who wants it and why and with what kind of support from strong powers. The third is "The Ideal"—the Atlantic Charter. In the process of negotiation the last-named is bound to get a little frayed around the edges.

Dr. Bowman is in a good position to know the mistakes of the last great boundary-drawing, having been a participant in it. En route to the Versailles Conference aboard the S. S. *George Washington*, President Wilson said to his assembled advisers, "Tell me what's right, and I'll fight for it; give me a guaranteed position." as the delegation's chief territorial specialist and executive officer of economic,

CONTINUED ON PAGE 123



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You've surely heard how in 1626 Peter Minuit spent \$24 for Manhattan Island. Curiosity is said to have played a large part in this real estate speculation. The Dutch governor, jaded with a surfeit of old world vintages, heard tell of a miraculous native spiced wine—mayhap a predecessor of G&D American Vermouth—hidden by the Indians on Manhattan Island. The good governor's palate judged this information well worth \$24. History doesn't tell whether Governor Minuit found this "buried treasure", but we feel that he must have, for today there is a wonderful drink—the Manhattan Cocktail, made most delightfully with 1 part G&D, 2 parts whiskey.



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PHOTO BY MATHEW BRADY



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Kaywoodie Pipes are well known to pipe smokers in all parts of the world.

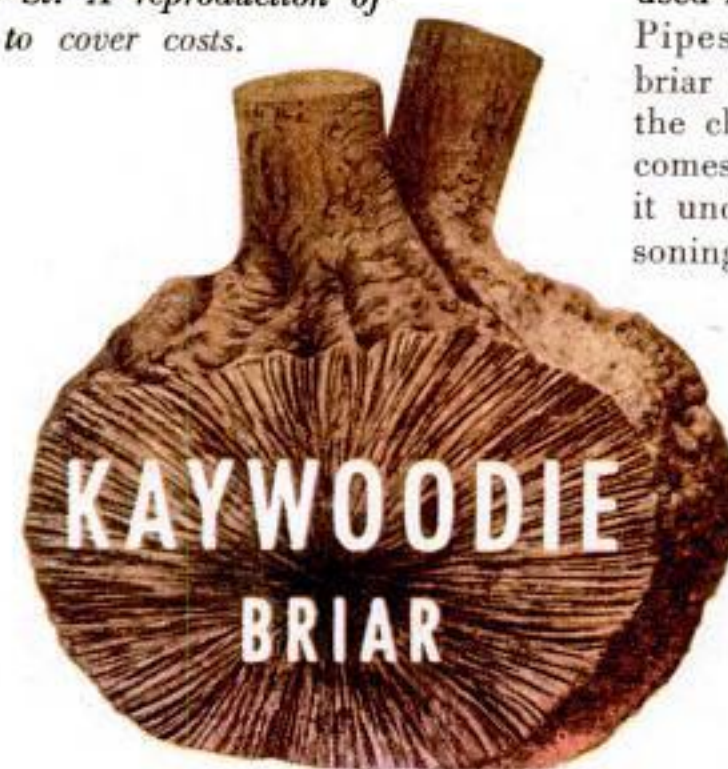
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2 DROPS CLEAR, SOOTHE IN SECONDS

political and territorial intelligence, Dr. Bowman channeled and often originated the advice Wilson got and consequently had more to do than probably any other American with revising Europe's map.

If the map turned out neither as a model of justice nor exactly as Dr. Bowman wished, the fault was not his. As he looks back on it now and tries to profit by its lessons, it was nobody's fault in particular but the Europeans' fault in general. "It's their oversized sense of history," he says sourly. "One day we had a hearing of the Central European Committee concerning the restoration of old boundaries. One committeeman got up, told of his ancestor who died in the 16th Century defending these boundaries, and the tears ran down his face! If my grandfather had been killed by Indians, I'd be bragging about it. Imagine. Crying! Over a man he never even knew."

"Sink 'em!"

It would be wrong to think that this and similar experiences at Versailles left Dr. Bowman unfriendly toward Europeans. However, inasmuch as he is scientific and unemotional by instinct and long training, it undoubtedly did something to his psyche. Like Pavlov's famous experiment with dogs, the sight of an official European causes a small bell to ring in Dr. Bowman's head, warning him to take an *en garde* position and arousing a feeling of incipient frustration. Frustration is normally followed by an outburst of irritation. This occurred recently when an acquaintance asked Dr. Bowman what should be done about overemotional Europeans this time. "Sink 'em in the sea!" he snapped.

At the time of Dr. Bowman's disenchantment with Europeans he was barely 40 years old but was already director of the American Geographical Society. He was considered the leading geographer of his day, as his position at Versailles indicated. He had come a long way for a man of his years and beginnings. He was born in Waterloo, Ontario in 1878, into a farm family of moderate means. He had six sisters and a brother. When he was eight weeks old his parents moved to a farm in Michigan and he grew up there and trudged three miles a day to a country school. He was interested in geography almost as soon as he could read. In due course young Bowman went to Ferris Institute, a Big Rapids preparatory school, and then to Michigan State Normal. He took his last two years of college at Harvard, where he enrolled under Professor W. M. Davis, a famous geographer of the time. The professor opened class by saying, "Gentlemen, we are going to have a lot of fun this year. We are going to learn a lot of interesting things and explore a lot of fascinating territories. But before we begin, I must tell those of you who intend to become geographers—there is no living in it."

Undeterred, Bowman plowed through Harvard with honors and then went to Yale as an assistant professor. In the next ten years he got his Ph.D., did some lecturing at Wesleyan, married Cora Goldthwait of Lynn, Mass., led two expeditions to South America and was geographer and geologist on a third. The last was sponsored by the American Geographic Society. Two years later, in 1915, the Society needed a new director and Bowman got the job.

The Society was in poor shape and Bowman reorganized it from top to bottom. Shortly it was a model of smooth, businesslike efficiency. In the process Bowman got to be known widely as a practical scholar. His ideas, which were generally good in the first place, benefited from the weight of his own vigorous confidence in them. This

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EXPLORER BOWMAN served as geographer and geologist on an expedition to Peru financed by Yale University in 1911. Later he led an expedition to central Andes.

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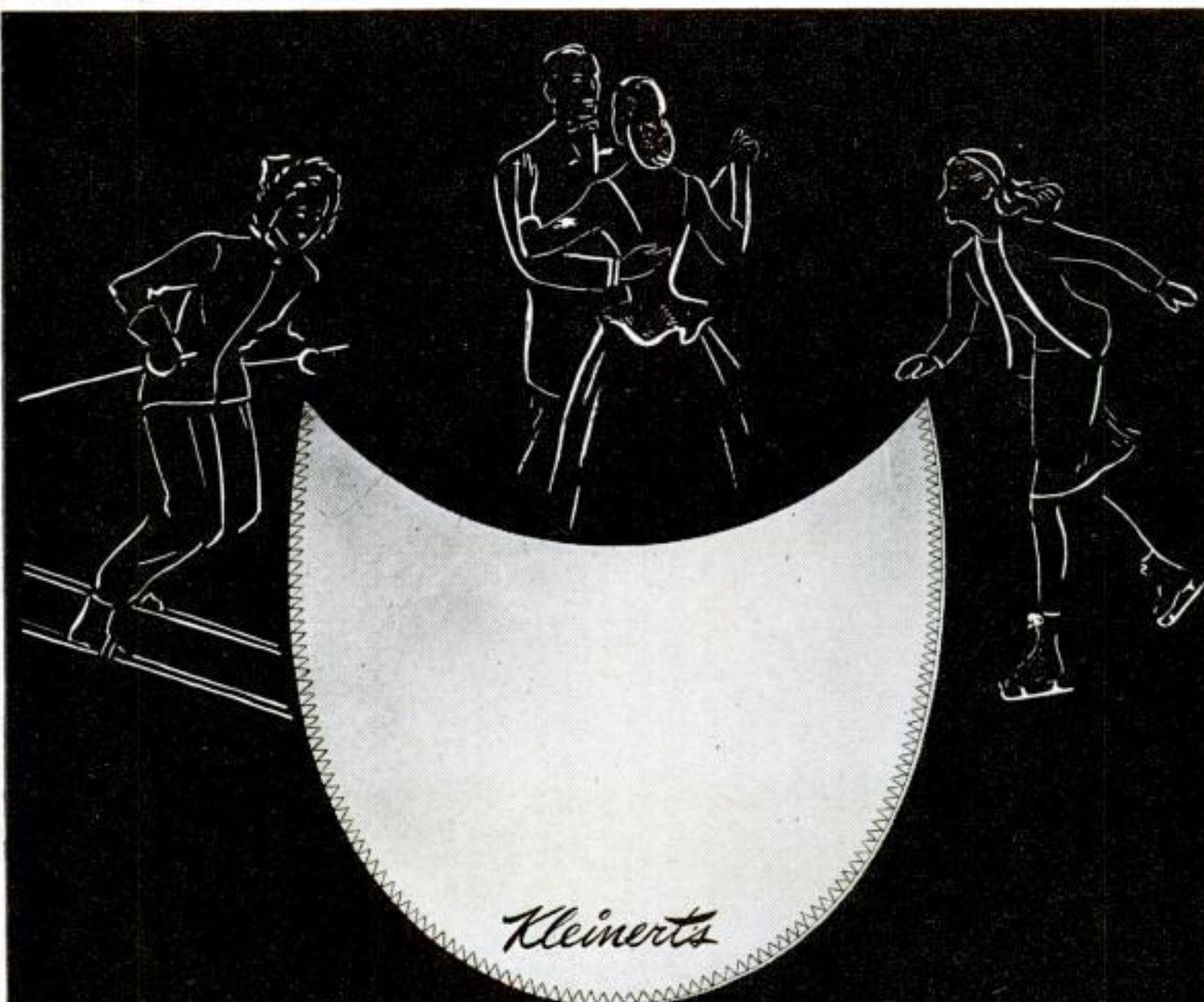


This lady from Kalamazoo
For housework knows just what to do:
She shines up her pots
And her tots and saves lots
On her laundry bills—many thanks to...



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underarm! Fall and Winter clothes need dress shields,
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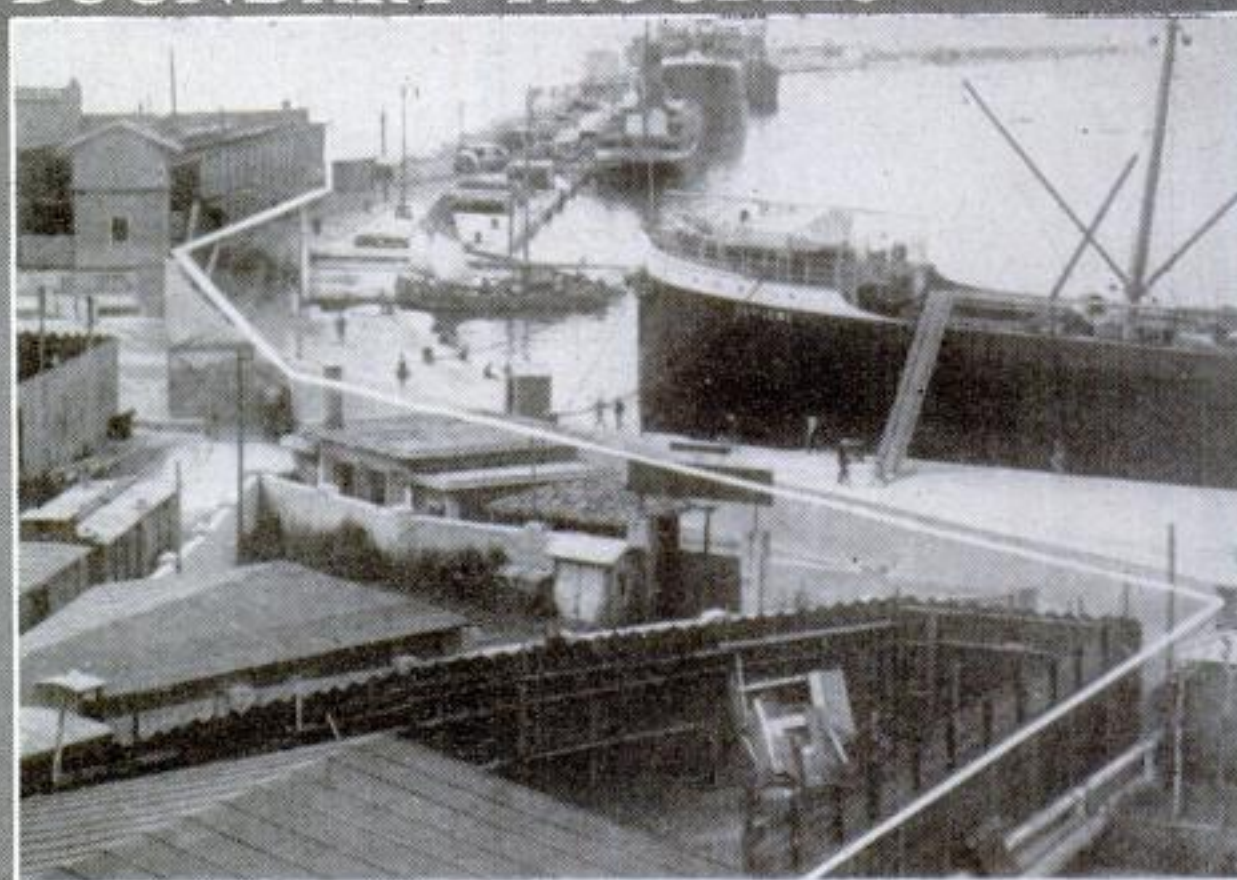
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Buy where they show the name you KNOW!

BOUNDARY TROUBLES



IN FIUME border snake-dances through port. Fiume has changed hands some eight times since Charlemagne's day, is now again disputed territory.



THE RIO GRANDE makes U.S.-Mexican border unstable by sometimes leaving its course. Man-made channel nailed down this part of the border.

ISAIAH BOWMAN CONTINUED

extends to his political opinions, which are firmly Democratic. The late Daniel B. Willard, an equally staunch Republican who was president of the Baltimore & Ohio Railroad and a member of the Johns Hopkins board of trustees, once became so annoyed on this account as to say to him, "Dr. Bowman, I have great esteem for you. I will go further and say I have a great affection for you. But with reference to your opinion on this subject, I don't give a good round damn."

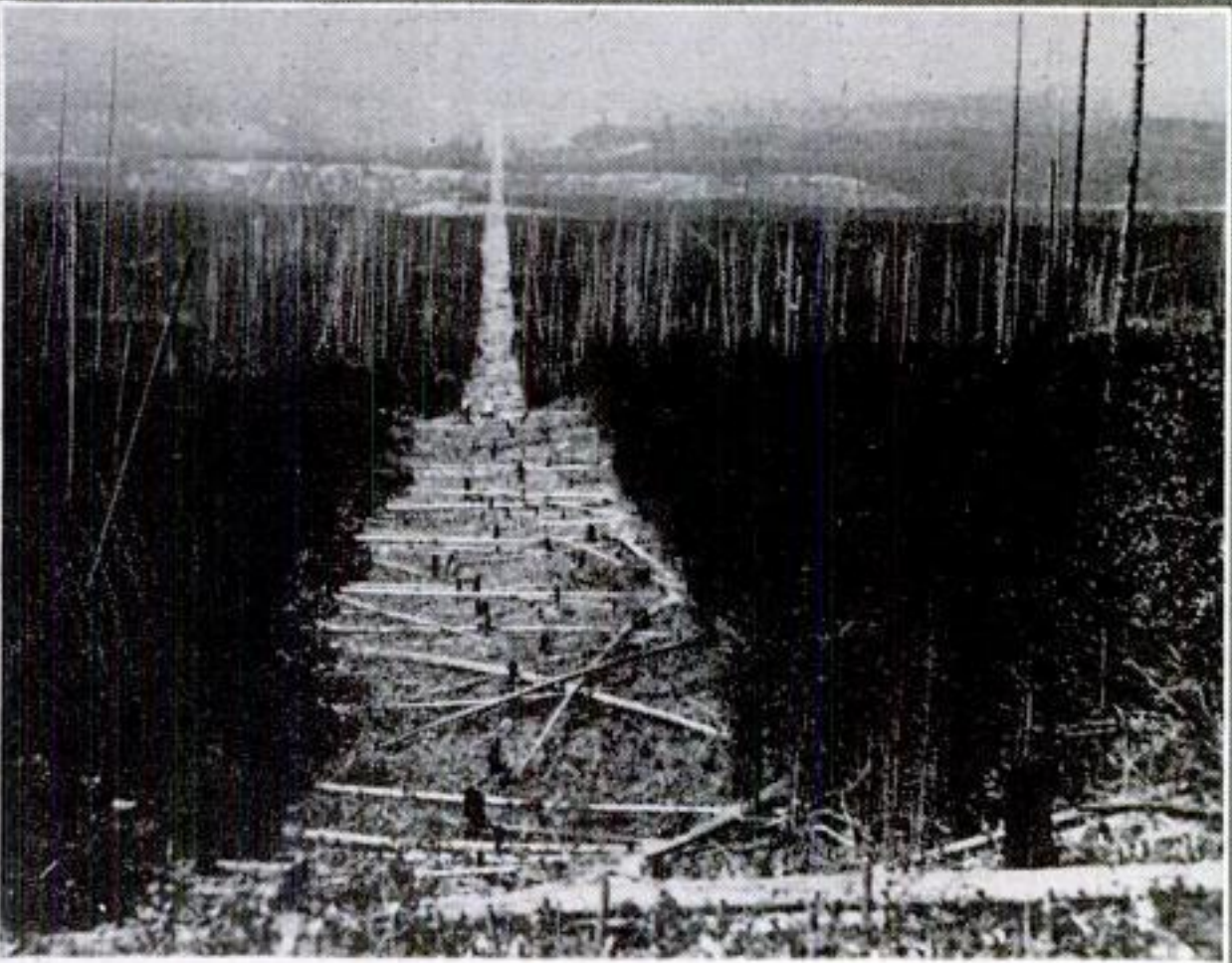
Ordinarily Dr. Bowman's opinions are not only firm but highly persuasive, with the result that he usually ends up in charge of whatever organization he happens to be a part of. This was dramatically illustrated during the course of "The Inquiry," a scholarly committee set up in 1917 by Colonel House to study the problems of the approaching peace. It was an impressive little group, including Charles Seymour, now the president of Yale; James T. Shotwell, the historian; Archibald Coolidge of Harvard; and young Walter Lippmann, who was secretary. Bowman was brought in as the geographical expert. He not only discharged this function brilliantly but very shortly became The Inquiry's host by inviting it to make the Society its permanent quarters. In due course he became the executive officer of the whole works.

In 1919 President Wilson invited 12 of The Inquiry's key members to go along to Paris to advise him about the peace treaties. Inasmuch as a large State Department delegation had made the trip for that very purpose and considered itself fully competent to do the job, the result was a small civil war. After a brief tussle Bowman emerged triumphant. The Inquiry was installed at the President's right hand and its ideas were dominant at the conference.

Bowman can be Machiavellian as well as persuasive, as Charles Seymour recalls. One day at Versailles, where Seymour was serving The Inquiry as a specialist on Austria-Hungary, Bowman called him



IN SUDETENLAND the Czech-German border separated close neighbors. Germany absorbed the entire area in 1938. Now Czechs have got it back.



THE FLATHEAD VALLEY of Montana is scarred by timber cut to mark Canadian border. Most of the 3,987-mile border is an invisible line.

in and said, "Charlie, there is something I want you to do. I want you to go and see Tardieu. You will ask him the following question, to which he will give you the following answer. . . . You will then ask him this second question, to which he will give you this answer. . . . Then you will ask him the third question. And it is the answer to *this* question that I'm after." Seymour went to Tardieu, Clemenceau's wily territorial expert, and the dialog took place exactly as predicted.

A polar celebrity

After Versailles Bowman returned to his work at the Society, where he remained until he went to Johns Hopkins in 1935. During his 20 years in office, the Society's map collection became what geographers and cartographers consider the only really well-chosen and organized selection in the U. S. Its most remarkable item is the millionth map, a huge affair drawn in fine detail 1/1,000,000 the size of all the Western Hemisphere south of the Rio Grande. Bowman's kinetic approach to geography also resulted in scores of Society-sponsored field trips and voyages of exploration, some of which he conducted. In an earlier century his name doubtless would have been attached to continents and archipelagoes by his protégés, who have included Byrd, Wilkins and most of the other great contemporary explorers. Unfortunately everything habitable has long since been named, but in the polar regions Bowman enjoys a prestige equaled only by Stalin's in Russia, with Bowman Bay, Bowman Island, Bowman Glacier and various other bleak landmarks to honor him.

This frosty immortality is only one of many satisfactions Bowman can take from life as he has led it. An executive of the Great Northern Railroad once said to him and a group of other geographers, "I never traveled with a bunch of fellows who knew so much about the earth and owned so little of it." However, as he sits in the library of the Georgian mansion provided for him by Johns Hopkins, enjoy-

CONTINUED ON NEXT PAGE



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From every angle it's *your* Fall hat. Shown in the season's new shades. Look them over at your favorite men's store—make your choice—and *walk out smiling*. \$5.00 • \$6.50 • \$7.50 La Salle Hat Co., Philadelphia



BOWMAN BAY, in the Arctic, was named for Dr. Bowman in 1927 by George Palmer Putnam. Ice-clogged most of the year, it is frequented by eider ducks and caribou.

ISAIAH BOWMAN CONTINUED

ing the view of the gardens and the cheerful sound of servants at their household tasks, Bowman can recall this statement—and that of Professor Davis—with good humor. The general felicity extends to a happy marriage and worthy offspring. "Cora and I have been holding hands for 35 years," he says of his wife, a gentle, gray-haired, rosy-faced little lady. "Do you know, she gets up every morning at 6 o'clock to fix my breakfast so I can have early appointments at the State Department in Washington? She's the one who does the real work in the family." The Bowmans have three children. One son, Robert, took up his father's profession and before the war taught geography at Canterbury University in Christ Church, New Zealand; Walter, the other boy, was teaching English at Queens College in New York. Both are now in the service abroad. The daughter, Olive, is married to a Lieut. Colonel Gerwig, who recently returned from overseas. When assembled, the Bowmans are a devoted and congenial family. Robert once wrote from the Pacific, "I can't wait till I get home and spend an evening eating one of mother's dinners, then discussing father's idiosyncrasies."

The latter include character analysis through handwriting, which stirs Bowman's scientific curiosity, and basement-style woodworking. Inasmuch as he never drinks or smokes and has none of the other ordinary vices, his family takes a tolerant view of these outlets. These days, with his schedule too crowded to allow his getting at a lathe, Bowman's chief relaxation comes from Olive's two children, Anne Corinne, 4, and Cynthia Olive, 2.

A visit to grandfather's

Bowman's enthusiasm for his grandchildren is phenomenal, as, indeed, is his enthusiasm for children in general. When he was at the Society and lived in New York he liked to stroll through Van Cortlandt Park, pausing every few yards to peek into baby carriages or pat passing small fry on the heads. Frequently he picked babies out of their carriages, to the alarm of their mothers and nurses. Old friends from the Society recall that a trip on the subway in his company was a rare experience, since Bowman would be apt to catch the eye of a child across the aisle and then contort his face, fingers and torso to try to make the child laugh. With his own grandchildren he throws off all self-control. When Anne Corinne and Cynthia are brought for a visit to the presidential mansion, Bowman, who meantime may have been conducting a scholarly conversation on some matter of state, rises from his chair and whoops like an Indian. He and the two girls then take to the rug for a session of tickling, wrestling and stomach-poking, punctuated by childish shrieks and fierce exclamations.

Bowman refers to the girls as "gumdrops" and much prefers discussing their exploits to talking about international politics. His anecdotes are about par for grandfathers. "Yesterday morning I was over to see them and I happened to spit over the fence. Anne Corinne asked me what I was doing. 'I have a fly in my throat,' I told her. A few minutes later I had occasion to do the same thing again, twice. 'Two flies, grandfather?' Anne Corinne asked." He laughs fondly and explains the story, in case the point might have been missed.

Bowman prides himself on having a keen sense of humor, a quality he considers indispensable to the well-rounded personality. In scholarly circles he is well-known as a wit. Perhaps his most memorable mot was the product of his first meeting with Annie Peck, a woman mountain climber who flourished early in the century.

CONTINUED ON PAGE 129



"Nice evening the boss is lining up for himself"

NEXT to a companion like Skippy, the pleasantest prop we can suggest for *your* fire-side evening is a Calvert highball.

For here's a pre-war quality whiskey that's

definitely *the real thing*...so gloriously smooth and mellow it simply can't be imitated!

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One of the shoes in the unretouched photograph is an Oliver Moore \$59 original. The other is a Regal \$6.60 Reproduction, Style No. 4240. Can you tell which is which? Answer below.

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This style is a top favorite with service men and a hit with civilians, too. Wartime restrictions kept it off the market for a couple of years—but now it's back in Regal Stores—today's outstanding example of the custom-bootmaker's fine art.

It's a design by Oliver Moore, noted New York bootmaker, who hand-made his original pair in fine, soft, lustrous calf-skin—that wears long and shines up like a million dollars. His regular price

for a pair is \$59—and believe us, they're worth it!

Regal copied the Moore originals—leather for leather, detail for detail—and mass-produced them so accurately that Mr. Moore, himself, said: "It's almost impossible to believe that any machine-craftsman can copy an expensive, hand-made shoe with such fidelity—and sell them for only \$6.60!"

Think you can tell the bootmaker's original from the Regal Reproduction? Try it—first in the

unretouched photo—then by an actual comparison in any Regal Store. See the Regal Reproductions of other American and British bootmaker styles, too—in town, country and sport shoes—every one a masterpiece of correctness—every one \$6.60.

With Regal style, you also get Regal's exclusive "Prescription Fitting"—which measures and fits both feet in standing and walking positions. It helps assure lasting comfort.

*The shoe on the left is the Regal Reproduction
Also carried in black King Calf*

SOLD ONLY IN 80 COMPANY-OWNED RETAIL STORES • PRINCIPAL CITIES COAST TO COAST. Stores in Atlanta; Baltimore; Birmingham; Boston (2); Brooklyn (9); Buffalo; Chicago; Cincinnati; Detroit (6); Hartford; Hollywood; Houston; Jersey City; Kansas City; Los Angeles (2); Milwaukee; Rochester; New York (26 stores in Greater New York); Norfolk; Oakland; Paterson, New Jersey; Philadelphia (3); Pittsburgh; Portland, Oregon; Providence; Richmond; St. Louis; San Francisco (2); Seattle; Springfield, Massachusetts; Syracuse; Tacoma; Washington, D. C. (2); Worcester. • **FACTORIES AND GENERAL OFFICES AT WHITMAN, MASSACHUSETTS**

ADV. BY N. W. AYER

REGAL SHOES

ALL SIZES, ALL STYLES. \$6.60 FROM COAST TO COAST



OTIS
MODERN
UNDERWEAR
for men and boys

OTIS—known for generations for longer wear and extra comfort.

BUY VICTORY BONDS

TRADE MARK

OTIS UNDERWEAR
57 Worth St., New York 13, N.Y.
also OTIS HOSIERY



Tops for TOUGH BEARDS

Complete DURHAM SHAVE KIT \$2.00

For sale only in U.S.A.

For beards as tough as copper wire, here's the answer to shaving comfort. Kit includes: Durham T-type razor, five famous Durham-Duplex heavy-duty, hollow-ground blades, strop outfit for economy and smoother shaves every time, shave stick and comb. A bargain in de luxe shaving equipment. If dealer can't supply, send \$2 direct.

DURHAM-ENDERS RAZOR CORP., Dept. L, MYSTIC, CONN.

PERSONAL

Dearest "Tinky":—
See you're using swanky *Lightweight SKY-RITE*. Thought you were a "thick paper man"? But I see you've joined the Trend towards the use of *Lightweight Stationery*. SKY-RITE for ALL your correspondence. SKY-RITE for any kind of mail—plane, train, muleback or rowboat. The SKY-RITE watermark adds distinction. SKY-RITE is light, white, crisp, opaque. It's Economical too!

A "many page" letter goes for but a single stamp. Be seeing you,
AUNT EMMA.


Dear Everybody:—
Be sure you get Genuine SKY-RITE and not a "phony." Send a penny post card to Aunt Emma for samples of Genuine SKY-RITE Stationery. Address: Aunt Emma, % SKY-RITE, 74 Varick St., Dept. "L," New York 13, N. Y. Sky-Rite Reg. U. S. Pat. Off. ©45 A. P. Co.



START THE DAY RIGHT!
Vaculator
FOR COFFEE WITH GO!

equipped with
Dutch
CLOTHLESS FILTER

VACULATOR · CHICAGO, 6



"FIRST" in FUDGE

Welch's Fudge

Quality Candies
WELCH'S

"How do you do, Dr. Bowman," said this intrepid woman, striding across the room and grasping his hand. "You're not as old as I expected."

"And you, madam," Bowman replied, "are not as young as I expected."

Generally Bowman's jokes are of a milder order, often revolving around his first name. His parents, who were great Bible readers, didn't consider it unusual. It gave Bowman some trouble in his youth but eventually he became rather proud of it. One time, on meeting the eminent Harvard law professor, Zechariah Chafee Jr., he declared, "I shall call you Zechariah. Any two people with the names of Zechariah and Isaiah should never call each other by anything other than their first names." Sure enough, some months later Professor Chafee had occasion to write to Dr. Bowman and addressed him "Dear Isaiah," signing himself merely "Zechariah." Bowman recalled him immediately and still chuckles over the professorial informality they both displayed.

Much as he prefers the company of the very young, it will be some time before Bowman is free to enjoy much of it. He returned to Baltimore from the San Francisco Conference physically and mentally exhausted and then had to plunge into a heavy schedule of university work during the hottest summer weather. While the London conference was going on he was recuperating at his favorite vacation spot, an island in a lake deep in the New Hampshire woods. Bowman's duties at Johns Hopkins have been unusually arduous during the war because the university housed so many special scientific projects for the government. The most notable was the radio proximity fuze, which Assistant Navy Secretary H. Struve Hensel called the most important discovery of the war next to the atomic bomb. There were some 60 others and, as president, Bowman was involved in all of them. At the same time, in between international conferences and his work in Washington, he was trying to carry on his long-range plans for the school. Johns Hopkins had been known primarily for its School of Medicine and its Graduate School when Bowman took over, and he has tried to strengthen the undergraduate courses with special attention to physics, chemistry, biology, English and, of course, geography.

Despite the progress it has made under his hand, Bowman often has strong twinges of conscience about Johns Hopkins, and for the present he would like nothing better than to give it all his time. "After all," he says, "a fellow ought to owe his first loyalty to the place that gives him his pay check." Accordingly he has notified the State Department that it can count on him only as an adviser from now on and not as a delegate to any more long-drawn-out conferences. He has been under pressure to change his mind, however, and there is every chance that he will. Swearing off international conferences for Bowman would be like a fire chief swearing off fires. As a geographer who, 50 years ago, took the whole world for his province, he feels a proprietary interest in it. One acquaintance has said, "Bowman is everybody's old Uncle Ned. He likes the world and wants it to do right, but he's a realist about it. It would be interesting to turn the whole thing over to him. It would be well-organized and well-run, it would make money, sober up, keep itself clean and be kind to children. And it certainly would be a more respectable place to live in."



BOWMAN'S "GUMDROPS" are Anne Corinne (left) and Cynthia. His main objection to international conferences is that they keep him away from his grandchildren.



A SPECIAL PREPARATION FOR SHAVING

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

It Needs No Brush
Not Greasy or Sticky

Modern life now demands at least 1 man in 7 shave *every day*—and men in service must get clean shaves, too. Yet daily shaving often causes razor scrape, irritation.

To help men solve this problem, we perfected Glider—a rich, soothing cream. It's like "vanishing cream"—not greasy or sticky.

SMOOTHS DOWN SKIN

You first wash your face thoroughly with hot water and soap to remove grit and the oil from the skin that collects on whiskers every 24 hours. Then spread on Glider quickly and easily with your fingers. Never a brush. Instantly Glider smooths down the flaky top layer of your skin. It enables the razor's sharp edge to *glide* over your skin, cutting your whiskers close and clean *without scraping or irritating the skin*.

ESPECIALLY FOR THE 1 MAN IN 7 WHO SHAVES DAILY

For men who must shave *every day*—doctors, lawyers, businessmen, service men—Glider is invaluable. It eliminates the dangers frequent shaving may have for the tender face and leaves your skin smoother, cleaner. Glider has been developed by The J. B. Williams Co., who have been making fine shaving preparations for over 100 years.

SEND FOR GUEST-SIZE TUBE

If you want to try Glider right away, get a regular tube from your dealer. If you can wait a few days, we'll send a generous Guest-Size tube for a dime. It is enough for three weeks and is very handy for traveling.

On this test we rest our case entirely—for we are positive that Glider will give you more shaving comfort than anything you've used.

Send your name and address with ten cents to The J. B. Williams Co., Dept. HG-19, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.



WATCH FOR THIS PLAQUE

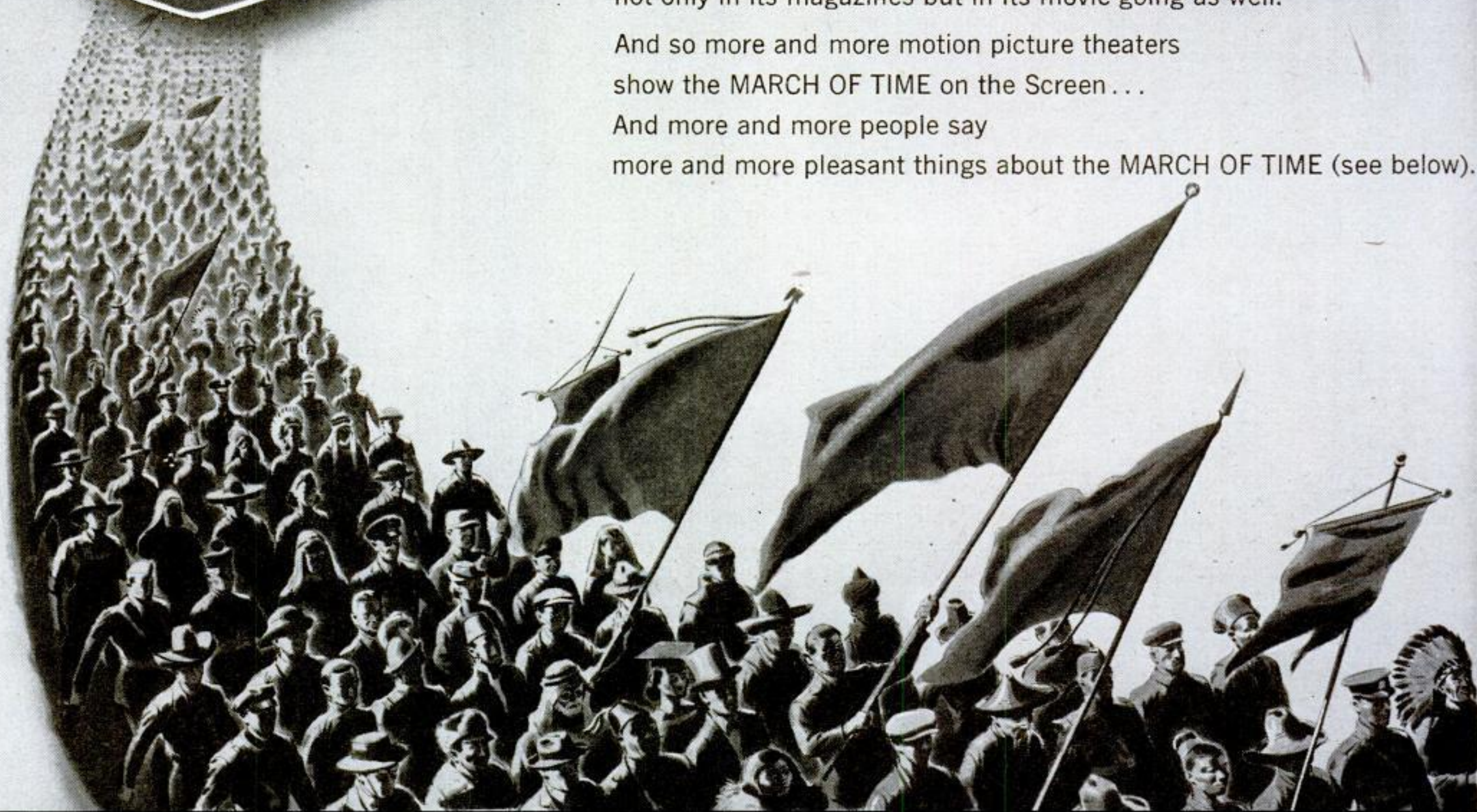
**YOU ARE HELPING TO PUT IT IN MORE
AND MORE THEATER LOBBIES EVERY WEEK**

For eight years, U. S. motion picture exhibitors have been watching up to 22 million Americans turn to each issue of LIFE—a magazine dedicated to accurate, intelligent, adult reporting of **the world as it is.**

As this event repeated itself week after week, it became increasingly clear that there is in this country a large body of intelligent citizens willing to pay for significant pictorial journalism—not only in its magazines but in its movie-going as well.

And so more and more motion picture theaters show the MARCH OF TIME on the Screen...

And more and more people say more and more pleasant things about the MARCH OF TIME (see below).



"The MARCH OF TIME, in my opinion, is the most unique parade of events on the screen today."

Darryl F. Zanuck



"With the MARCH OF TIME, the motion picture came of age as one of the three great media of public information."

David O. Selznick



"A medium of thought-provoking reporting... its scope seems to be unlimited."

Maj. Gen. Wm. J. Donovan



"The MARCH OF TIME series is brilliantly successful."

H. G. Wells



**Every
Four Weeks**

THE MARCH OF TIME

RELEASED BY
20th
CENTURY-FOX

EX-SOLDIER COMES BACK TO FOOTBALL

**Paul Sarringhaus makes brilliant
return to Ohio State's backfield**

Paul Sarringhaus is one reason why college football play will be far better this fall than it has been since the war began. Like many of the stars on this year's teams, he is a returned serviceman familiar to people who were going to games in 1941 and 1942. In 1942 Sarringhaus was star halfback on Ohio State's championship team. He left school for the Army, has come back now to his interrupted education and the benefits of the GI Bill of Rights. Returning servicemen, say coaches, will make the quality of this year's football a good 50% better than it was last fall.

Sarringhaus' re-entry into football has been spectacular. In the season's first game he scored four touchdowns against the University of Missouri, led his team to a 47-6 victory. The next week, against Iowa, he made a brilliant 70-yard run for one touchdown, set up another with a 34-yard run. His team won, 42-0.

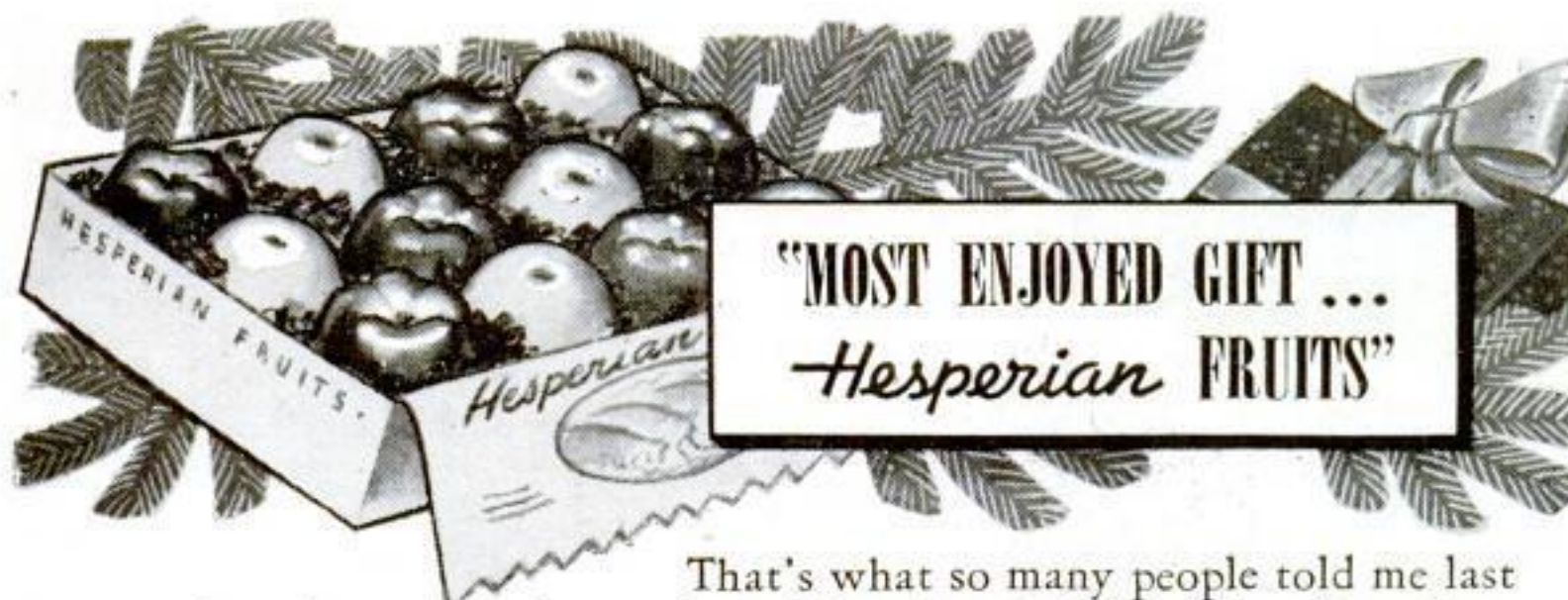
A somewhat farsighted young man of 25, who was discharged from the quartermaster corps for poor vision and who wears contact lenses in his eyes during games (*see right*), Paul Sarringhaus is one of the 14 returning veterans on this year's Ohio State team. He will graduate this January with a degree in education and, very possibly, a spot on many All-American teams. A bruising runner and an expert passer, he has already been spoken for by the Philadelphia Eagles professional football team and expects to start playing in professional football games next fall.



BEFORE GAME PAUL SARRINGHAUS PLACES CONTACT LENSES IN EYES TO CORRECT HIS FARSIGHTEDNESS



HE CARRIES BALL AROUND END TO SCORE FIRST TOUCHDOWN AGAINST UNIVERSITY OF MISSOURI. HIS POWER, SPEED AND HIGH KNEE ACTION ARE HARD TO STOP



"MOST ENJOYED GIFT ...
Hesperian FRUITS"

That's what so many people told me last year when they received my select gift packages of fine fruit, direct from my Hesperian Orchards. Let me take care of *your* gift worries this year. Just send me your gift list—I'll do the rest.

**A SINGLE PACKAGE IS A HOLIDAY TREAT
A CLUB MEMBERSHIP IS A "ROYAL GIFT"**

This year's Christmas Package is a glamorous combination of

GOLDEN and RUBY APPLES
(including Starking and Stark's Golden Delicious)

CELESTIAL DU COMICE and D'ANJOU PEARS

Club members get these rare fruits in season—

**GOLDEN and RUBY APPLES
CELESTIAL DU COMICE and D'ANJOU PEARS
CHERRIES—APRICOTS—PEACHES**

with other exotic fruits, June to March, inclusive, to members of Myron Foster's Hesperian Monthly Fruit Club

10 months' membership.....\$27.35 3 months' membership.....\$8.65
6 months' membership..... 16.80 Single package..... 2.95

Add 3% sales tax for delivery in Washington State

Shipping weight about 10 pounds except cherry package, approximately 6 pounds

Select any month you desire or type of membership. Prices include delivery within U.S.A. free delivery zone of Railway Express. Order direct or send for beautiful illustrated folder and order blank to

MYRON FOSTER'S Hesperian Orchards

Dept. 674, Wenatchee, Wash.
Reference, Seattle-First National Bank

Sarringhaus CONTINUED



Head Coach Carroll Widdoes explains plays to Sarringhaus. As acting head coach last year, Widdoes had undefeated and untied team which ranked second to Army.



At campus hangout Paul has a soda with Lee Riggs, his best girl, underneath enormous portrait of Coach Widdoes. Lee is 21 and a senior, belongs to Tri Delt sorority.



Paul studies in the Delta Upsilon fraternity house, after substituting spectacles for his contact lenses. As training for a degree he teaches mathematics at high school.

CONTINUED ON PAGE 135

Beech-Nut GUM

...Owes its great popularity to its consistent high quality and fine flavor.

And if it's FLAVOR you want—enjoy the fine minty goodness of BEECH-NUT PEPPERMINT GUM. It's smooth, cool, delicious. Ask for BEECH-NUT GUM by name.



Last bottle of Kinsey today!



Last hope!



At last!



Good Neighbor Policy: Domestic Division

whereas: everybody is urged these days to share and share alike, and . . .

whereas: everybody enjoys having friends and neighbors drop in for a sociable evening, and . . .

whereas: a gracious host always serves his guests whiskey of the finest quality, and . . .

whereas: Kinsey Whiskey, rich in flavor and surpassingly smooth, makes highballs and cocktails of unusual excellence, therefore . . .

be it resolved, that a neighbor who makes it a policy to serve delicious Kinsey Whiskey be deemed and acclaimed an especially Good Neighbor!

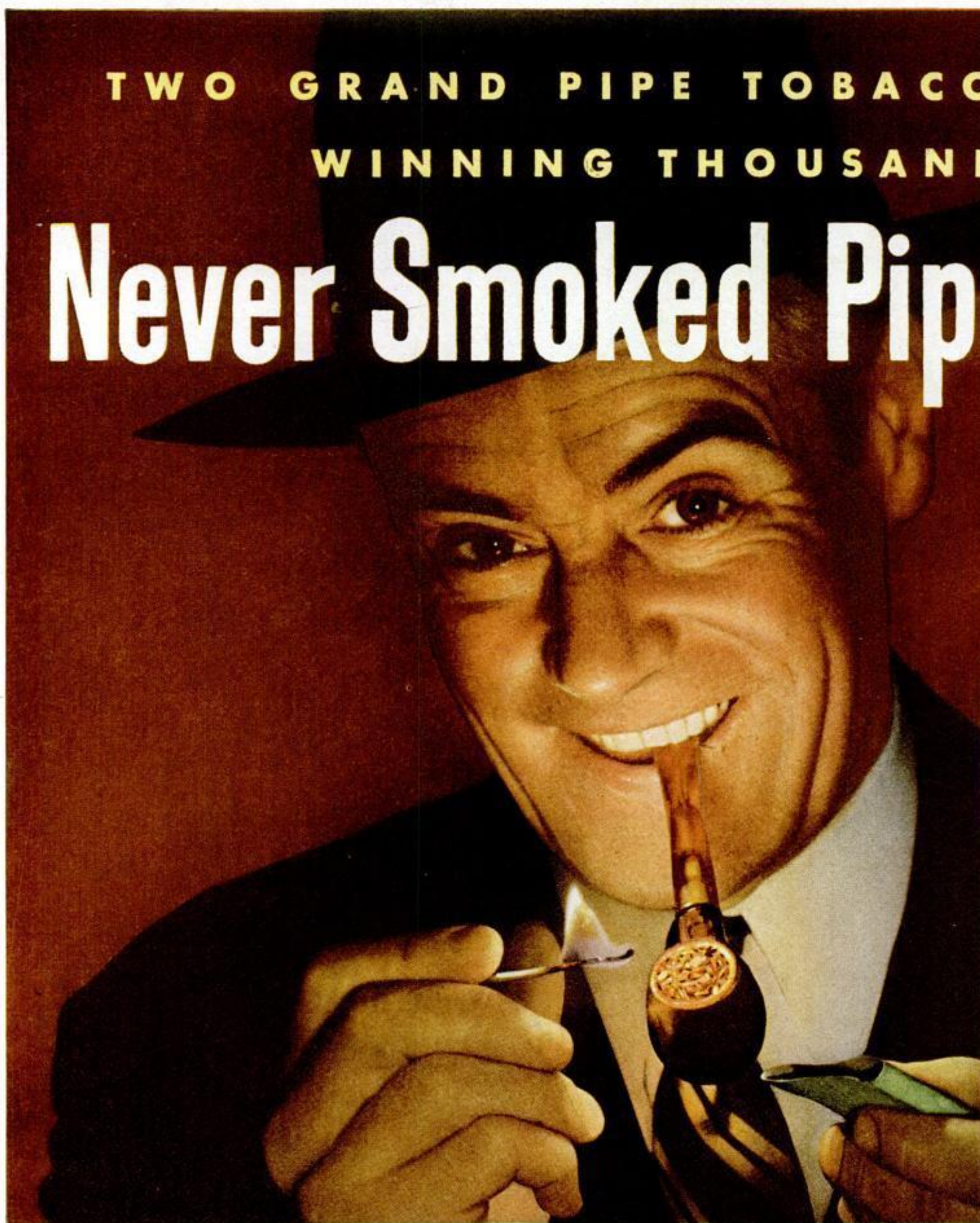
KINSEY
the unhurried
WHISKEY

Blended with "know-how" since 1892

86.8 Proof • 65% Grain Neutral Spirits
Kinsey Distilling Corp., Linfield, Pa.



TWO GRAND PIPE TOBACCOS THAT ARE
WINNING THOUSANDS WHO
Never Smoked Pipes Before



The Flavor's In... the Bite is Out!
TWO PIPE TOBACCOS YOU CAN INHALE

SMOKERS of all kinds — thousands who never smoked pipes before — are turning to these two grand pipe mixtures — made by Philip Morris.

Try them! You'll find both extra good... smooth, cool-smoking! Thanks to a Philip Morris advance in preparing pipe tobaccos — the flavor's *in*... the bite is *out*!

So go to your favorite tobacco counter... ask for REVELATION or BOND STREET — the pipe tobaccos you can inhale.

**ATTENTION!
CIGARETTE SMOKERS**

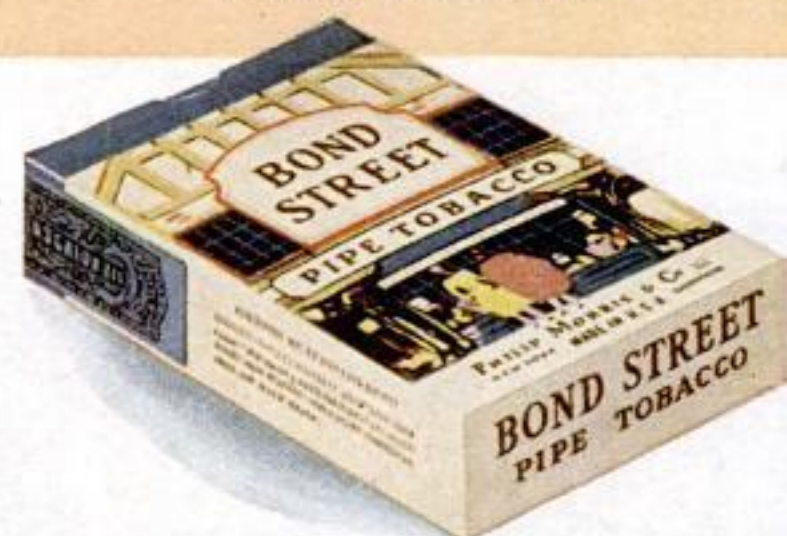
When you can't find cigarettes for love nor money, try REVELATION or BOND STREET — the pipe tobaccos you can inhale, just like cigarettes! Thousands are doing it who never smoked pipes before.

HERE'S PROOF Laboratory measurement of the irritation ("bite") in the smoke, indicates that the average of six other leading, popular pipe tobaccos is over *three times as irritating* as REVELATION! Since BOND STREET is produced by the same Philip Morris method, you'll find this goes for BOND STREET too!

Philip Morris & Co.

DEDICATED TO THE PRODUCTION OF FINE TOBACCO PRODUCTS

PHILIP MORRIS
Presents
PIPE TOBACCOS YOU
CAN INHALE



BOND STREET

A Genuine and very different Aromatic Mixture. Contains a rare aromatic tobacco never before used in popular-price blends... wonderful flavor and aroma, even the ladies approve. Smooth, cool and clean-burning.



REVELATION

One of the world's most Perfectly Balanced Blends. A magnificent "flavor-blend" of five different, superb tobaccos... cut five different ways; smokes clean, cool and even — every puff a pleasure.

Either 15¢

Sarringhaus CONTINUED

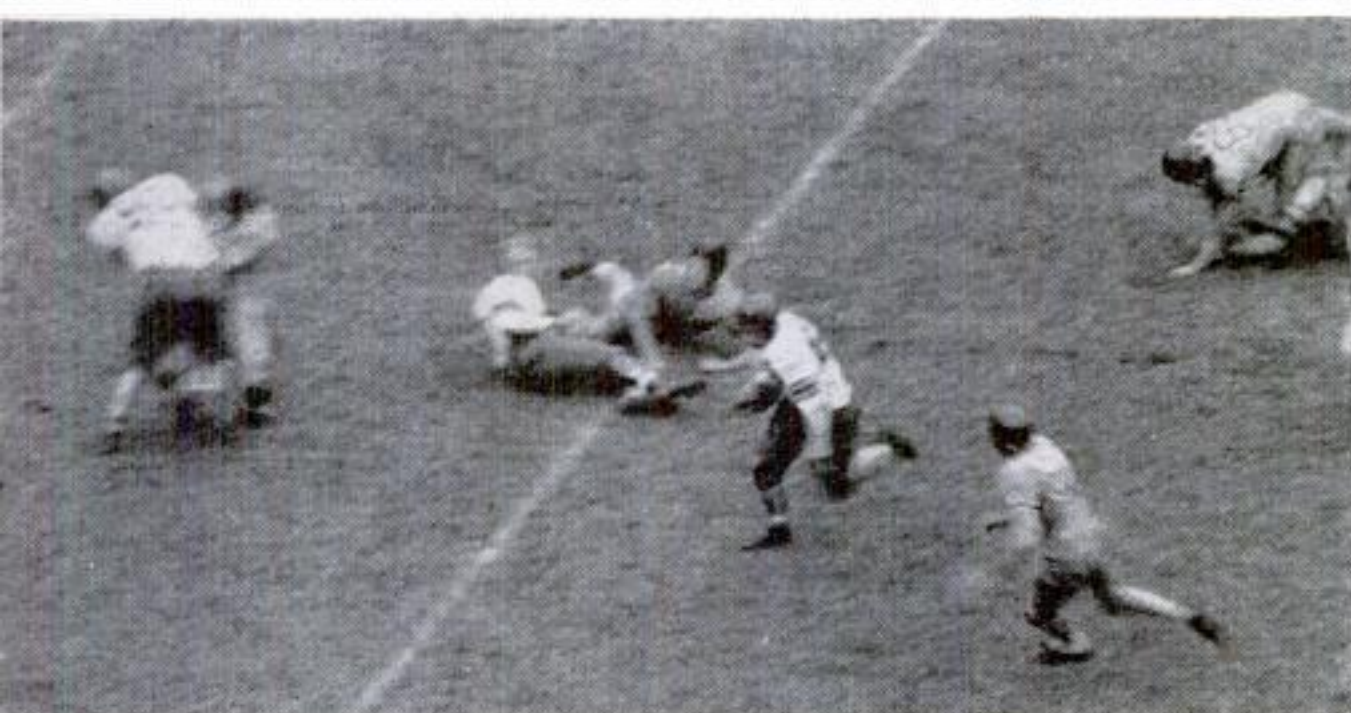
SARRINGHAUS SCORES A TOUCHDOWN



SARRINGHAUS (WITH BALL) FAKES A PASS ON MISSOURI'S 16-YD. LINE



HE QUICKLY CUTS INSIDE HIS BLOCKER TO AVOID MISSOURI END (LEFT)



COVERED BY DOWNFIELD BLOCKERS, HE REVERSES FIELD ON 10-YD. LINE



ON 5-YD. LINE A SUDDEN SPRINT SAVES HIM FROM AN ENEMY TACKLER



M-G-M'S NEWS OF THE DAY

SECOND TACKLER GRABS HIM BUT MOMENTUM CARRIES BOTH OVER GOAL

CORONET V.S.Q. BRANDY

delicious with **1** soda

2 ginger ale

3 cola



Paul Rand

hold your War Bonds

Californic Grape Brandy 84 proof. Cresta Blanca Wine Company, Inc., Manteca, Calif.



ONE-SHOT ANTI-FREEZE

Protects
the Equipment
of the
Armed Forces

You know these uses:

- ✓ tanks
- ✓ trucks
- ✓ jeeps
- ✓ bulldozers
- ✓ cranes
- ✓ tractors
- ✓ air compressors
- ✓ P.T. boats
- ✓ landing vehicles
- ✓ gun motor carriages.
- ✓ planes—
 - Mustang
 - Lightning
 - Kittyhawk
 - Tomahawk
 - Warhawk
 - Airacobra

Do you know these?

- anti-aircraft gun recoils
- aircraft catapults
- sound detection equipment
- liquid-cooled machine guns
- anti-aircraft searchlights
- aerial gunnery trainers
- hydraulic arresting gears (aircraft carriers)
- submarine diesel engines

O.P.A.
Retail Ceiling Price
\$2.65
per gallon
SAME PRODUCT
SAME PRICE

You're safe and you know it

This year, again, there's a limited supply of "Prestone" anti-freeze—limited due to continued needs of our Armed Forces for one-shot cooling system protection.

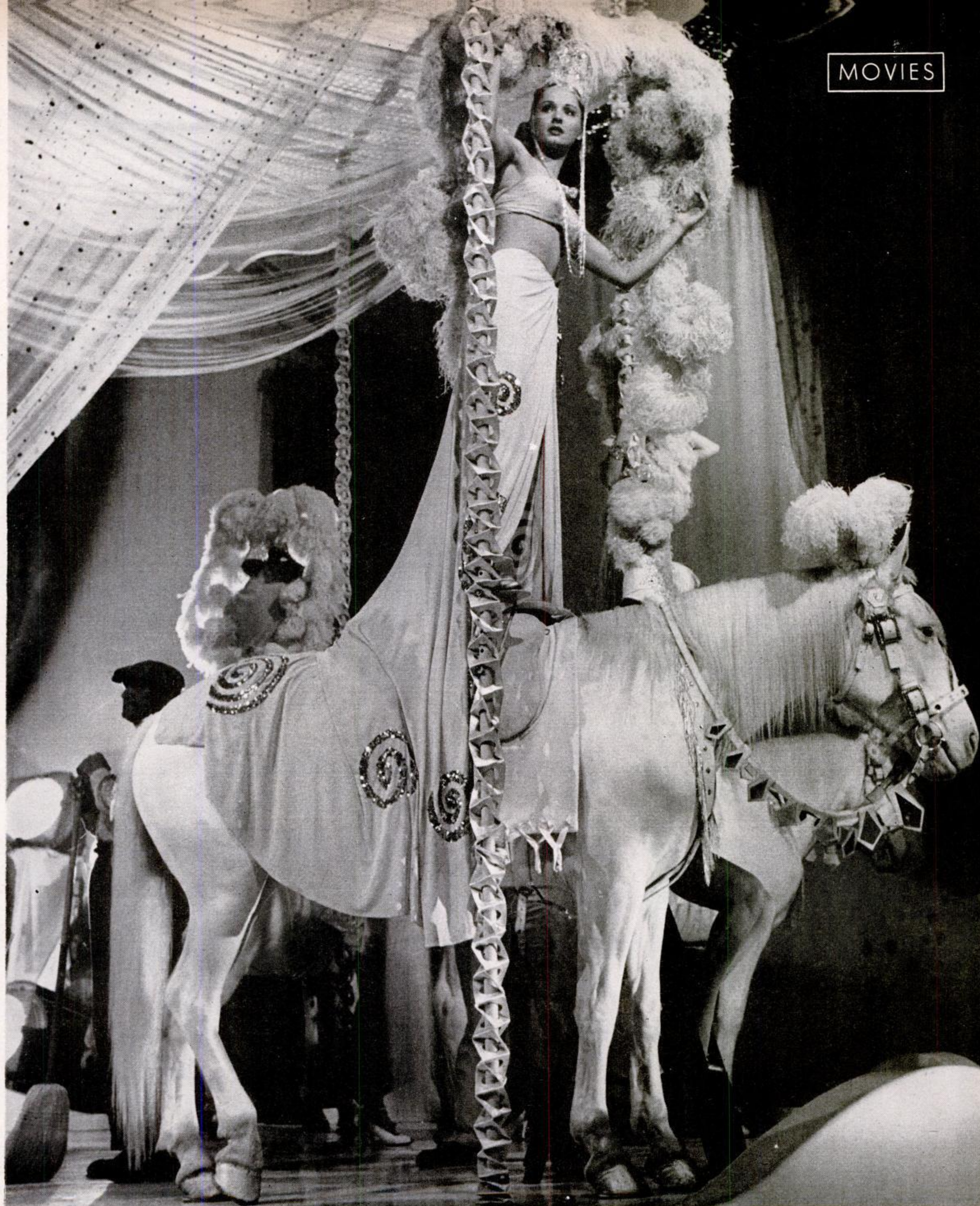
The sooner you see your dealer, the better your prospects. "Prestone" anti-freeze will not evaporate, boil away or foam off. It protects against rust and corrosion. One shot lasts all winter—with "Prestone" anti-freeze in your car you're safe and you know it!

How anti-freeze is being distributed this year

To protect the nation's motor vehicles, the War Production Board, with the cooperation of the Anti-Freeze Industry Advisory Committee, set up a state allocation plan for the distribution of all anti-freezes. This plan is intended to assure motorists of some kind of anti-freeze protection. Some "Prestone" brand anti-freeze will be available in all communities.

NATIONAL CARBON COMPANY, INC.
Unit of Union Carbide and Carbon Corporation

The words "Eveready" and "Prestone" are registered trade-marks of National Carbon Company, Inc.



BALANCED GLAMOROUSLY ON BACK OF BEPLUMED AND PATIENT WHITE HORSE, ZIEGFELD GIRL WAITS FOR MERRY-GO-ROUND TO START IN "ZIEGFELD FOLLIES"

HORSE GLAMOUR

Animal actors get movie make-up

In Hollywood, glamour is the make-up man's stock-in-trade and pretty girls his usual subject. But in Metro-Goldwyn-Mayer's glittering Technicolor musical *Ziegfeld Follies* some horses also got the full glamour treatment. For an extravagant merry-go-round scene in the film, the studio hired ten white horses from nearby owners to act the part of carousel animals.

Each horse had its own make-up kit which contained nose rouge, silver hoof paint, lilac-scented white talcum powder and a huge powder puff. The biggest problem for veteran Trainer Curly Eagles was getting his otherwise gentle and well-trained charges accustomed to the merry-go-round. For the first week of shooting, the circular motion made most of them seasick.

How ye can have a neater-r-r kitchen

SHELF-CONSCIOUS?

Get yerself some of that fancy-edged shelf paper and hold it down with quick-stickin' "Scotch" Cellulose Tape. (Fer linen closet, too...and kitchen drawers.)



RECIPE FOR RECIPES

Clip 'em out of the paper and stick 'em in a scrapbook or on cards with crystal-clear "Scotch" Brand Tape. (Mend torn pages in yer cookin' book, too.)



CANNY HUNCH FER LUNCH

Junior's school lunch takes a rare beating even before he eats it. "Scotch" Tape seals it tight...helps keep his sandwiches nice and fresh. (G-r-r-and fer sealin' icebox leftovers, too.)



DON'T CRAB—

when it's crab-apple instead of raspberry. Stick jam and jelly labels on with firm-holdin' "Scotch" Tape. They'll never fall off and leave you guessing. (Try it on spice boxes, too.)



IT'S BACK!

Some "Scotch" Tape is already in the stores and more's expected soon. Your favorite store may have it now...25c including dispenser.



FOR QUALITY ↑ ...look for the "SCOTCH" trade-mark. It identifies the more than 100 varieties of adhesive tapes made in U. S. A. by Minnesota Mining & Mfg. Co., Saint Paul 6, Minn.

SEALS WITHOUT MOISTENING

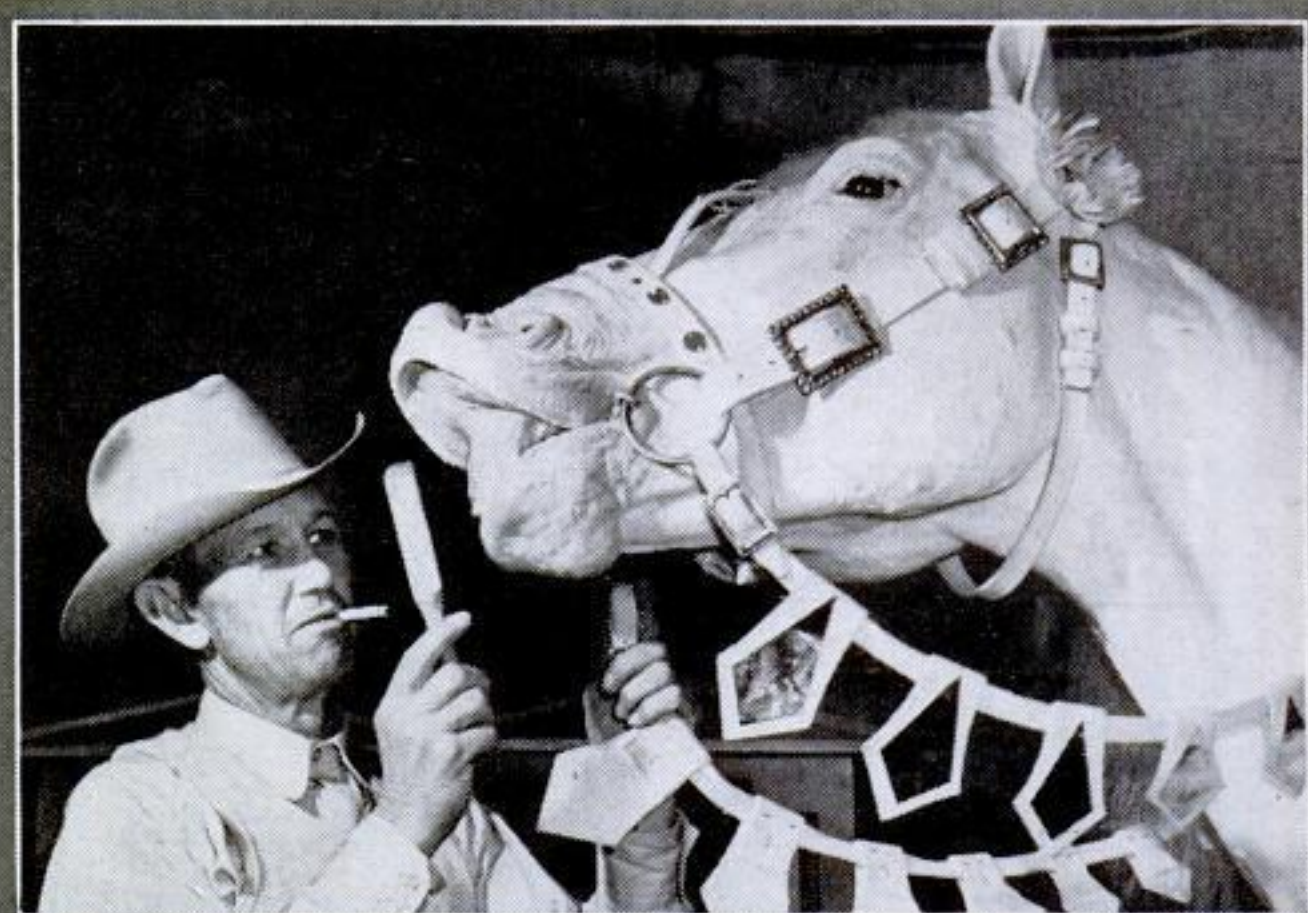
SCOTCH Cellulose TAPE

BRAND

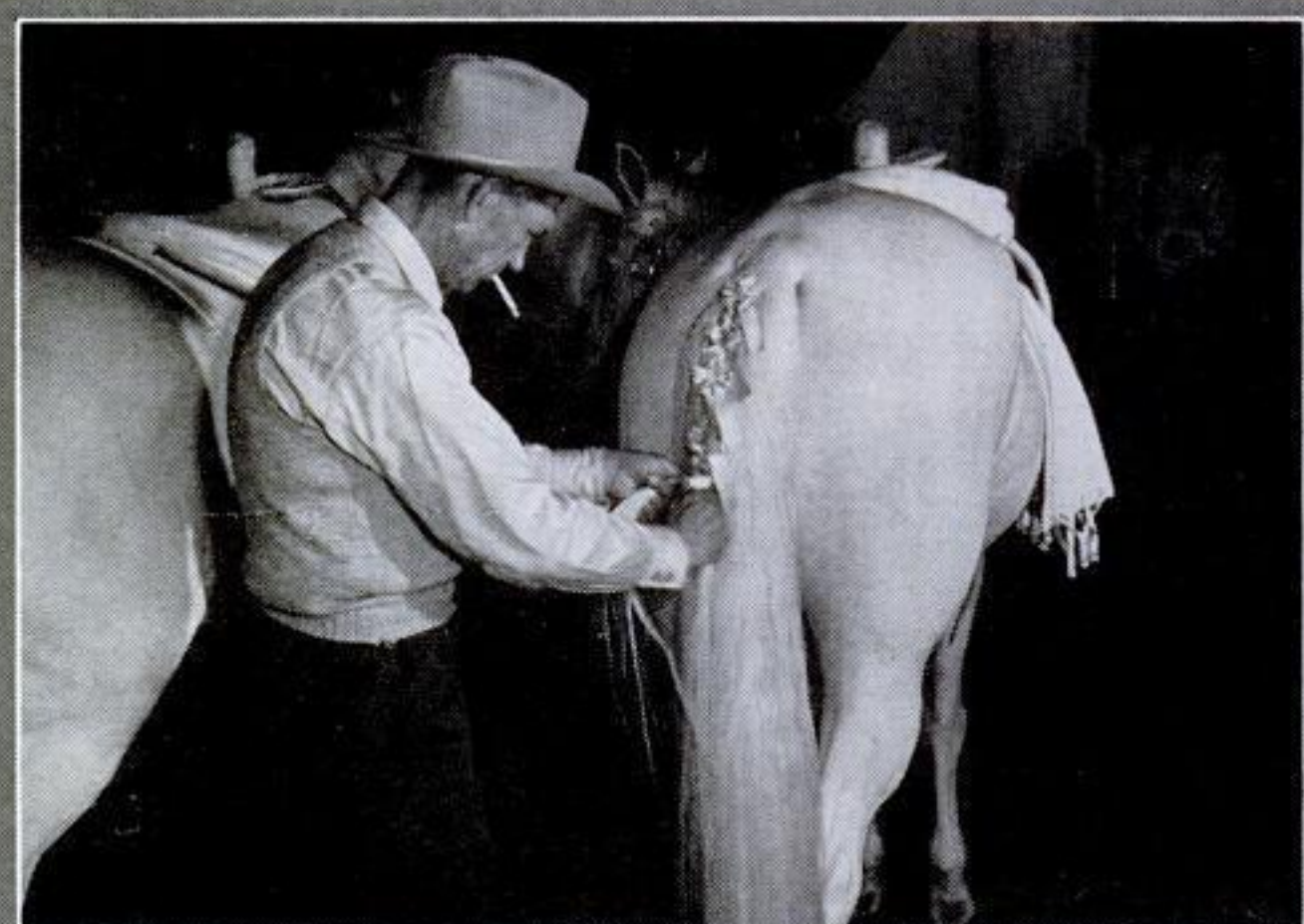
Made only by MINNESOTA MINING & MFG. COMPANY, Saint Paul 6, Minnesota

© 1945 M. M. & M. CO.

Horse Glamour CONTINUED



Make-up took twice as long for horses (an hour and half) as for showgirls. Horse gets teeth polished (top) while make-up man applies showgirl's lipstick (bottom).



Grooming the horses included tying satin bow to braided tail (top). Showgirls were decked with ostrich-plumed skirts (bottom). Horses also got nostrils and ears rouged.

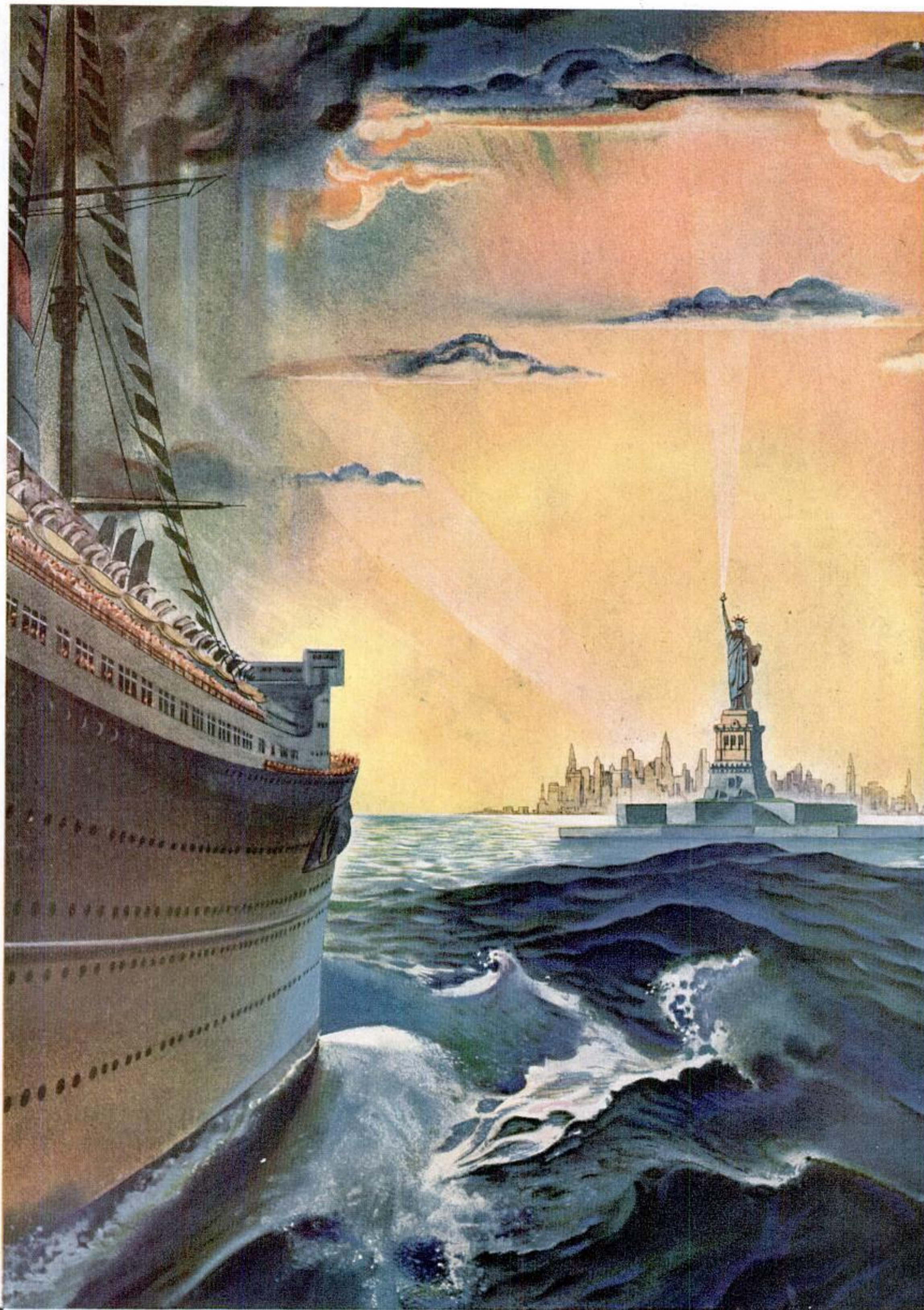
CONTINUED ON PAGE 141

Home . . . and all that it Means

Folks who have been abroad seldom lack enthusiastic words to describe what they have seen in strange lands. Yet, there is one experience for the traveler that is far beyond his ability to make clear to others. It is that emotional moment when again he sees his native shore and a mixture of exhilaration and veneration soars from his heart.

Even in little daily incidents, the 600,000 words of the English language are powerless to help you explain certain things—how a color looks, a voice sounds, a flavor tastes. Much, for example, can be said in praise of the distinctive flavor that sets Budweiser apart from all other beers . . . but only when you raise a tall, cold glassful of this delicious brew to your lips will you understand completely why it is the world's most popular beer.

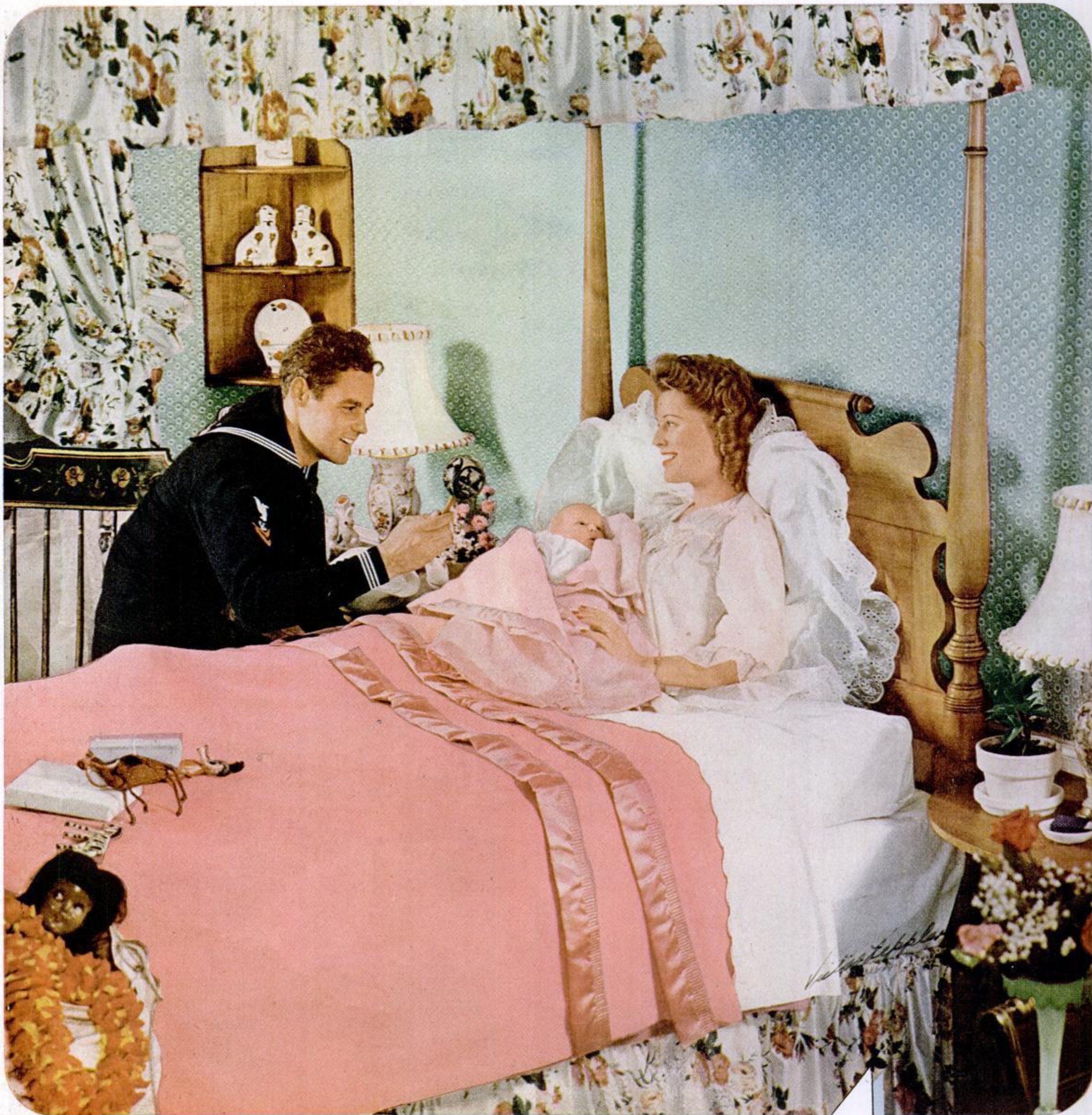
ANHEUSER-BUSCH • • ST. LOUIS



*Every sip tells you what words can't
—why Budweiser is
something more than beer...a tradition*

Budweiser

© 1945 A-B Co.



Settings and accessories
by B. Altman & Co.

Two sweethearts for a sailor! It's a lucky pair this sailor drew—and a pretty special moment when Daddy comes home with South Sea toys for baby. Pretty special, too, are the North Star Blankets that sweeten sleep for the sailor's sweethearts. Both grownup and baby North Stars are all wool to the last fluff—soft and gentle to the touch. They're woven of long, springy wool fibers, built for years of warmth—and wash-and-wear. You give *any* bed an extra distinction when you treat it to a North Star—you give *every* night an extra measure of restful comfort. Follow the wise buyer's shining guide to good measure in blankets—look for the NORTH STAR. It's the blanket that sweetens sleep . . . and

sleep is your best beauty treatment

NORTH STAR
All wool Beauty
BLANKETS

PICTURED: North Star "Devon" Pair in Rose Dust on Mother's bed, North Star Iris wrapped around the baby. From budget quality to utmost luxury, North Stars are supreme values. At fine stores everywhere. North Star Woolen Mill Co., Minneapolis 1, Minn.

North Star is your guide to fine all wool blankets . . . superb all wool fabrics . . . hand-woven "Means Weave" throws.



Feet are given careful attention. Silver paint was brushed on the horses' hoofs (top) and legs were dusted with white talcum. Showgirls got regulation nail paint (bottom).

WHEN THE GAME GETS OUT OF HAND... *Try This quick Trick!*



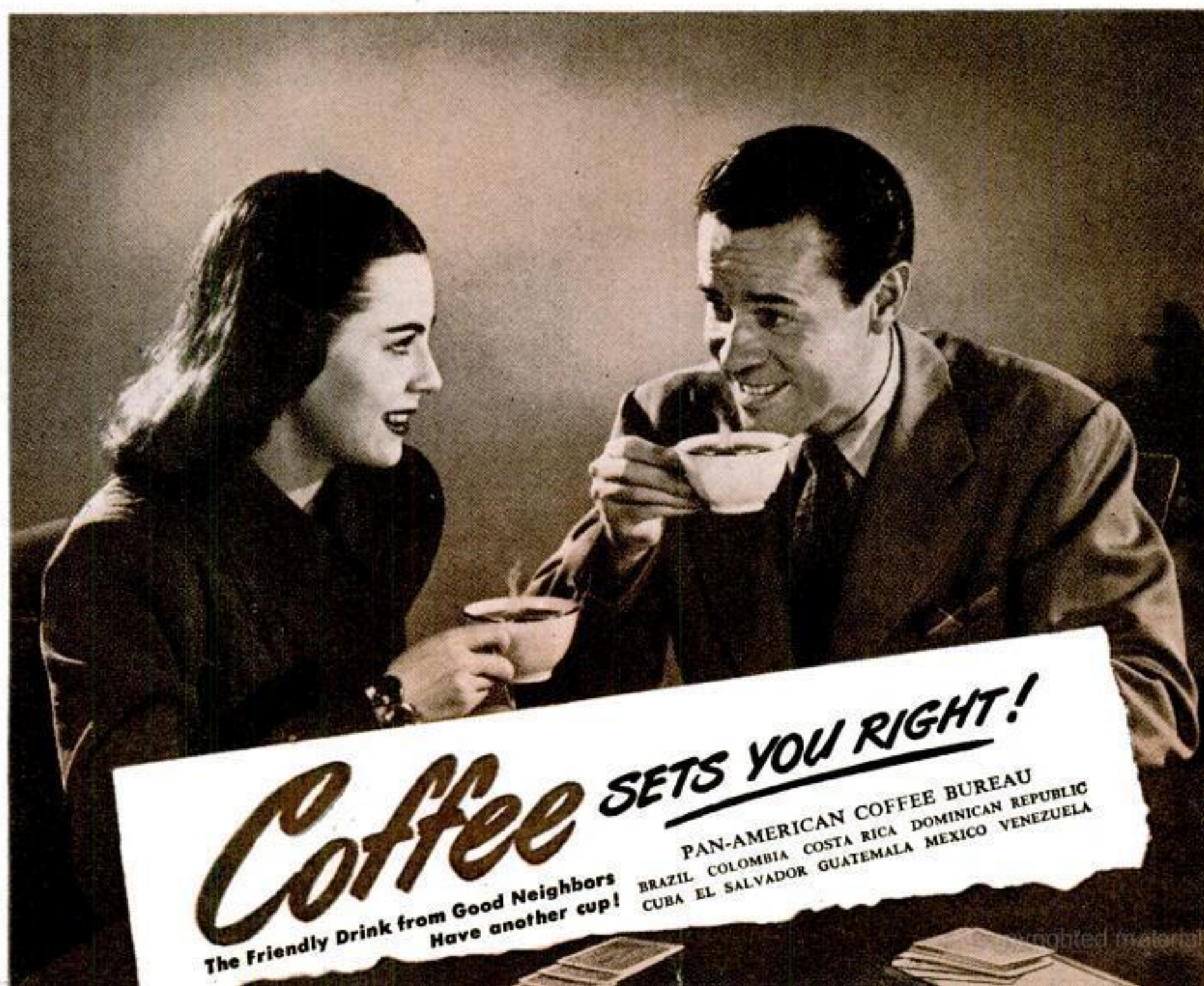
Even your partner looks odd tonight... and she's usually a fairly attractive woman. But at this point everything seems wrong. In fact, you're in pretty bad shape yourself...

Your fingers are all thumbs! You make a pass at the cards... you fumble... come now, dealing is never *that* hard! And worst of all...



Your mind's a perfect blank! You can't keep track of what goes on... nothing seems to register. But what's this your hostess is bringing in? You catch a wonderful aroma... you begin to come alive...

to the blissful reality of cheering, stimulating, delicious coffee! *A wonderful invention... coffee!* Wherever you are, whatever you're doing, it sharpens your wits, sweeps those cobwebs out of your brain. Who ever said this game was a nightmare? The only thing missing was coffee! Let's play!



Coffee SETS YOU RIGHT!
The Friendly Drink from Good Neighbors
Have another cup!

PAN-AMERICAN COFFEE BUREAU
BRAZIL COLOMBIA COSTA RICA DOMINICAN REPUBLIC
CUBA EL SALVADOR GUATEMALA MEXICO VENEZUELA



ON THE MAIN STREET OF SCHEINFELD IN BAVARIA, T/5 RALPH GORDON STOPS TO GIVE A HALF STICK OF CHEWING GUM TO A BAREFOOTED LITTLE GERMAN FRAULEIN

Life Spends a Day with a G.I. Occupying Germany

In Scheinfeld T/5 Ralph Gordon drills, stands guard, studies, shops and wishes he were in Philadelphia

T/5 Ralph Gordon of the U. S. 1st Infantry Division has been through the thick of fighting on foot, through Aachen, Hürtgen Forest and the Battle of the Bulge. Now he has settled down to the more sedentary part of a conqueror's job. He is a soldier of occupation in the little Bavarian town of Scheinfeld, and he does not like it. He wants to be back home in Philadelphia.

Although he adopts a solemn, almost fatalistic attitude, Corporal Gordon is uneasy in his present job. He was trained for combat, not for his present dull routine. Bossing prisoners embarrasses him. Theoretically he believes in being tough with Germans but he wishes the Russians would do it for him. To Gordon the local civilians are all "krauts," some of them good, some bad.

He has a cynical attitude toward the Army's education program, which he kids by repeating a mock Army order, "You will think two hours a day!" But until the time and the points come for shipping home, the combination of garrison discipline, recreation and even a little fraternizing will keep Corporal Gordon and thousands more like him very busy 18 hours a day.



Late for formation, Gordon leaves barracks, buttoning his jacket in the morning. Like all occupation troops, he wears a light helmet-liner instead of combat helmet.



Squad drill is a part of regular morning routine for Gordon (*second from left*). Reveille is at 6 a.m., taps at 11 p.m. except on Sunday when there is no rising hour.



German SS prisoner is being punished as Gordon (*right*) and another soldier stand guard. Prisoner had to march in a circle for hours shouldering heavy wooden beam.



From a haystack near the barracks Gordon helps men of his company fill their "mattresses" with straw. On hill is the picturesque local castle, Schloss Schwarzenberg. Later in the day (*below*), while on bridge patrol, Gordon stops a truck carrying German refugees and their belongings to inspect their travel permits.

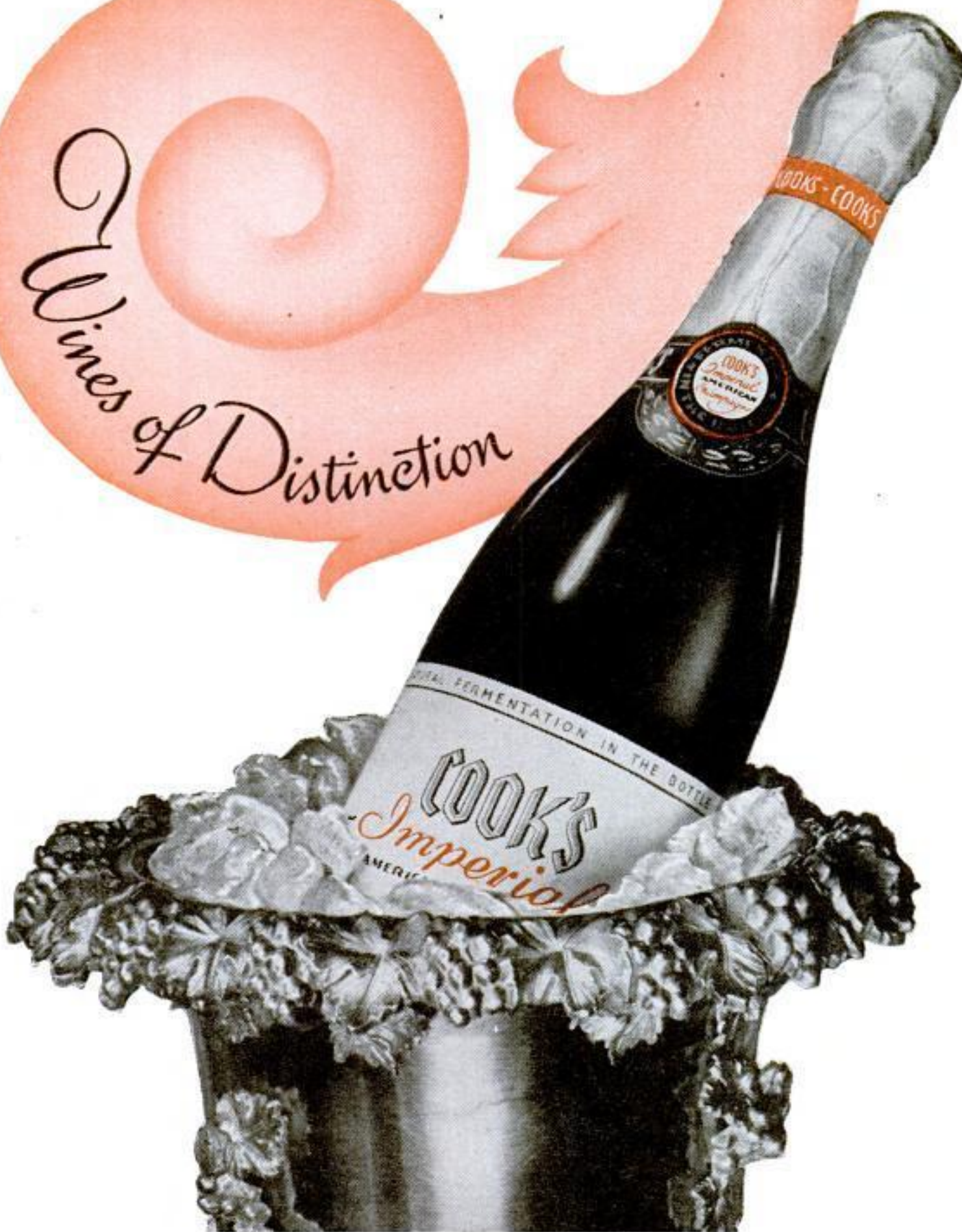




THE
ARISTOCRAT OF
FINE CHAMPAGNES
SINCE 1859

COOK'S
Imperial
AMERICAN CHAMPAGNE

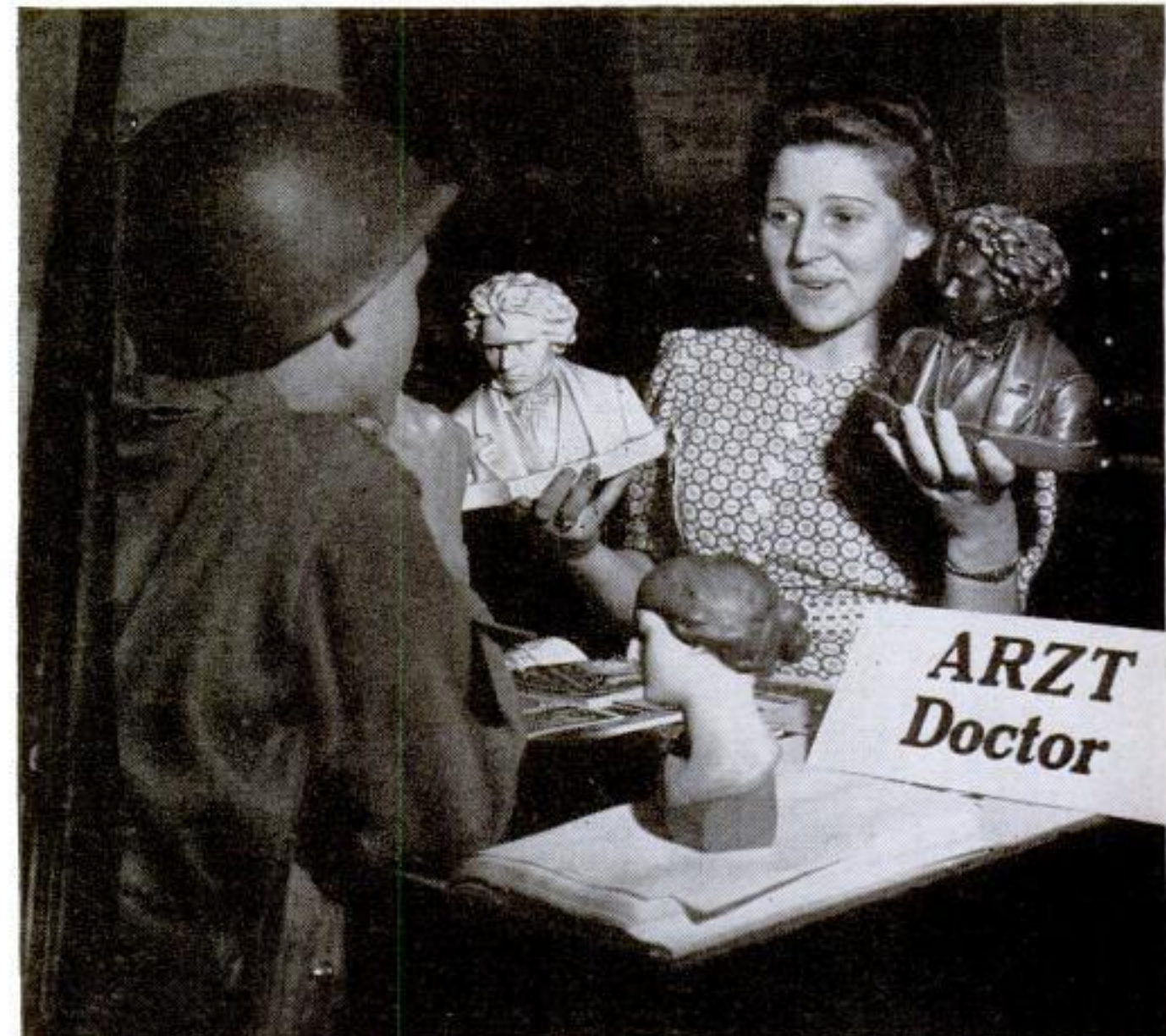
Wines of Distinction



AMERICAN WINE CO., ST. LOUIS, MO. • EST. 1859



Gordon takes his laundry to Annie Haas's house. Only 15, blonde Annie is popular with GIs. Like other Scheinfeld girls she makes extra money taking in washing.



At a souvenir shop a German saleslady offers Gordon two busts of Beethoven. The shop, which sells mostly junk, has one entrance for civilians, another for GIs.



Orientation lecture is supposed to stimulate Gordon's interest in world affairs. This class, led by 2nd Lieut. Robert H. Tews, is on "American Interests in the Pacific."



At GI beer hall in Schloss Schwarzenberg, which is battalion headquarters, Gordon and his friends are served by POW Hans Ninans, former Wehrmacht artilleryman.



Writing letters home winds up Gordon's long day. As company supply sergeant he has his own cot. Most GIs sleep in double-tiered wooden bunks with straw ticking.

Back at last!

No doubt you've read our ads before
And sighed at our excuses
That Texcel Tape was not around
Because of its war uses.

Well, here's good news! It's back at last!
The tape you've waited for!
Though there's not much in stock just yet
Say "Texcel" at your store.



For Texcel wraps, protects and seals,
It holds with just a "stick"
At home and work, in stores and plants
It always does the trick.

And Texcel is an improved tape
Whose "stickum's" bonded on.
It won't come off, it won't dry out,
Before the judgment dawn.



So ask for Texcel at your store
And if there's none today,
Be patient, please, and bear in mind
That more is on the way.

Texcel Tape

REG. U.S. PAT. OFF.

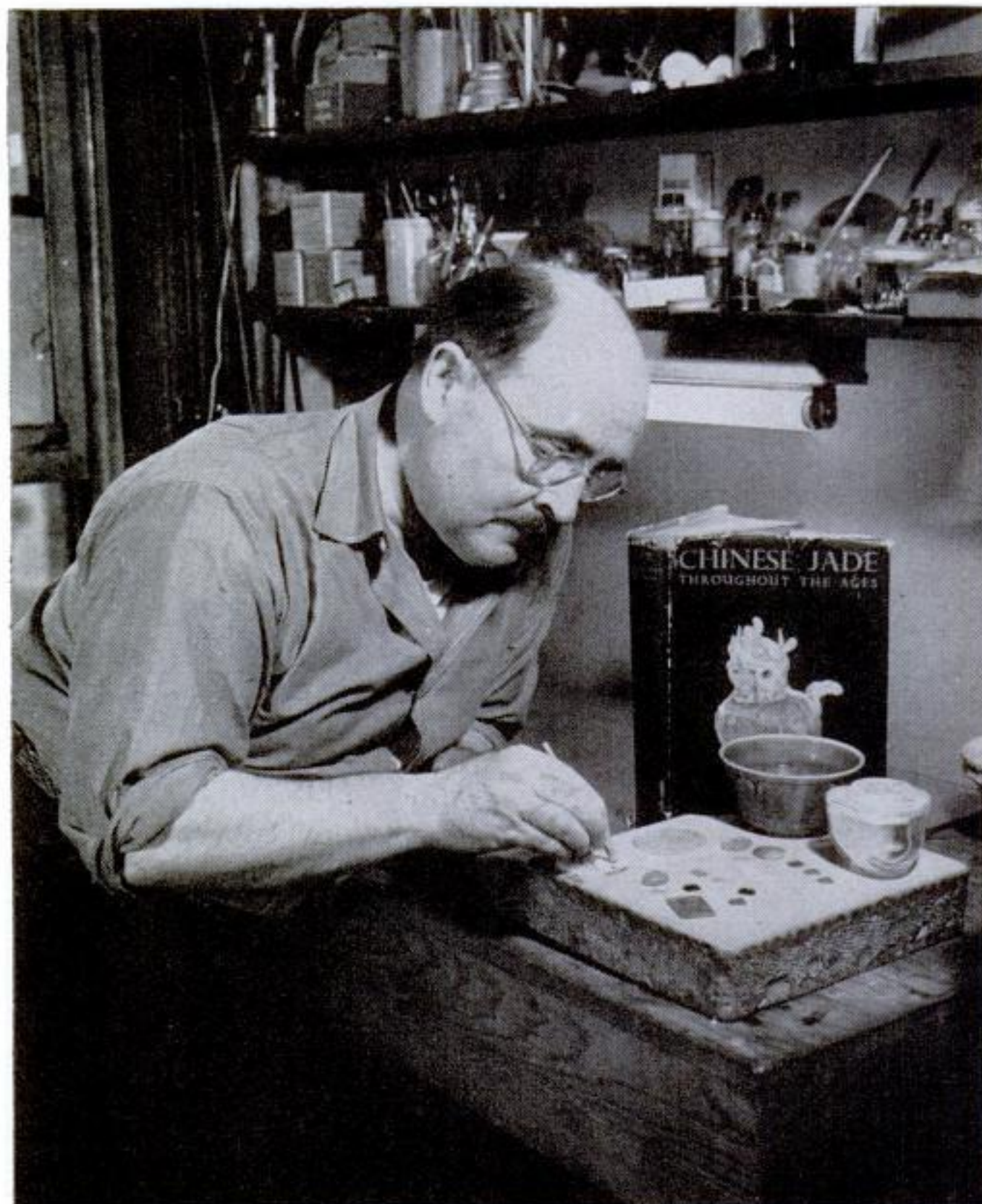
CELLOPHANE TAPE - STICKS WITH A TOUCH

Industrial Tape Corporation • New Brunswick, N. J.

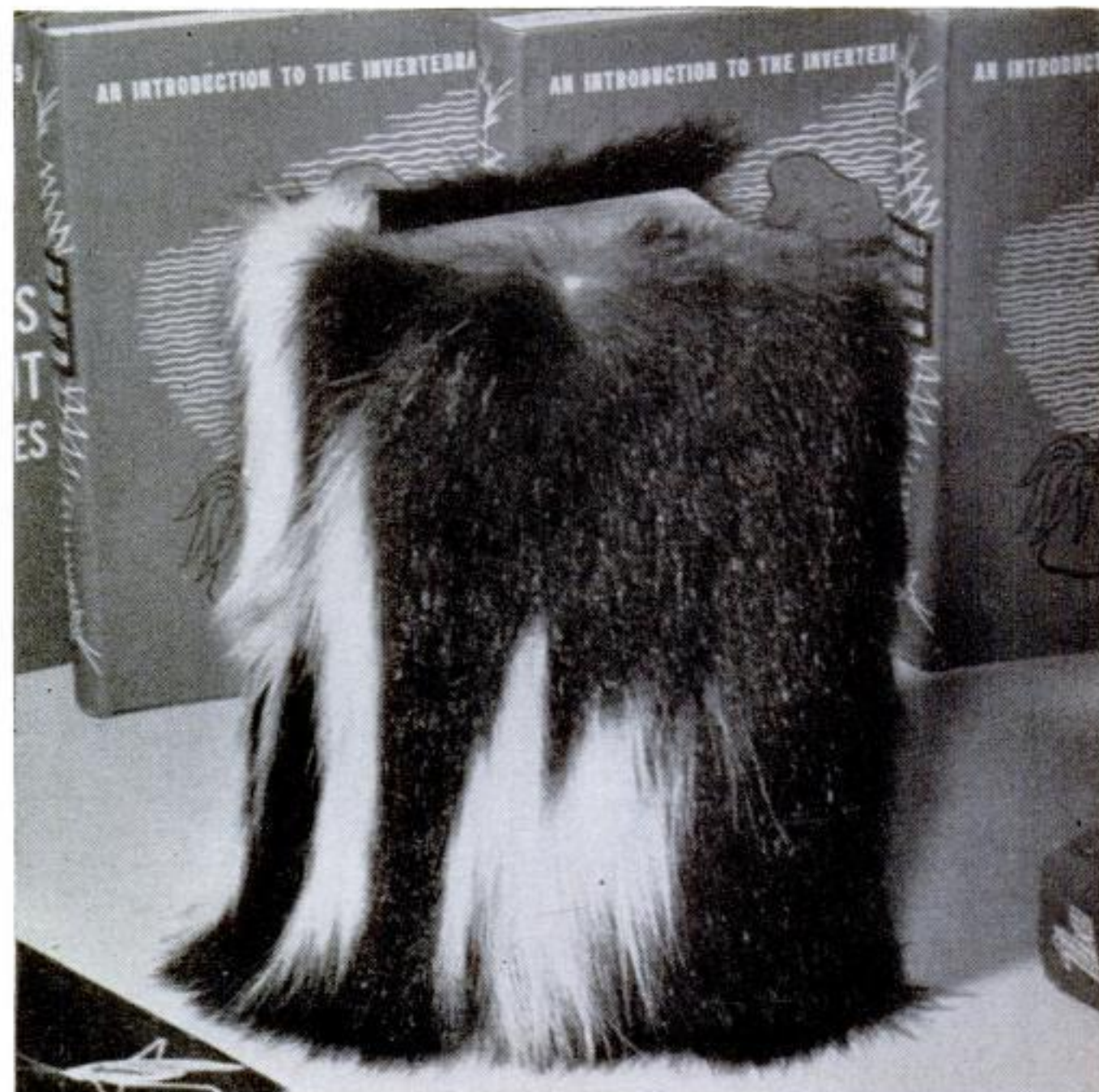
BIZARRE BOOKBINDER

HE USES SNAKE SKIN, SKUNK SKIN, HUMAN SKIN

Some of the world's most unconventional bookbinding is done by an Algerian-born French expatriate named Maurice Hamonneau, who lives in Brooklyn. Scorning conventional morocco (goatskin), Hamonneau uses the skins of snakes, skunks and even human beings to make bindings which express either the character of a book or its owner. Hamonneau, who is 55 and a former Foreign Legionnaire, gets materials from friends on the waterfront, has bound 1,000 books for owners willing to pay from \$25 to \$1,500.



Pieces of jade worth \$1,400 are polished by Hamonneau for binding of book on jade. Binding is side line. He works in bookshop at American Museum of Natural History.



Skunk fur was chosen to bind *Mein Kampf* for exhibit. Hamonneau came to U. S. 20 years ago. He was a friend of Rudyard Kipling, who was his son's godfather.

CONTINUED ON PAGE 148

ONE LOOK..

TO KNOW
THEY'RE
STYLED RIGHT



ONE STEP...

TO PROVE
THEY'RE
MADE RIGHT



\$6.50 to \$8.50

Other Styles \$5.50
Denver West Slightly Higher

CRUISER LAST Style No. 4654

W. L.
Douglas Shoes
W. L. DOUGLAS SHOE CO., BROCKTON 15, MASS., U. S. A.



Stores in Principal Cities

Good Dealers Everywhere

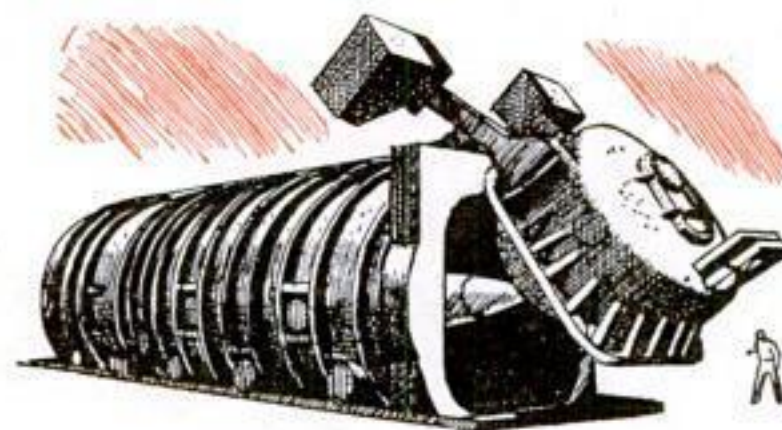
Where could the United States be attacked?

Test Your AIR-Q

How's your knowledge of Aviation? If you can answer three of these four questions correctly, go to the head of the class. Like a growing number of Americans, you know that in the future... "Airpower is peacepower."

East Coast ☐ West Coast ☐ Inland ☐

Aviation technology has advanced so rapidly that no spot in America is safe from attack. So any answer would be a correct one. Tomorrow's aggressor, if permitted, would strike first *from the sky*. We must therefore be prepared to repel potential invaders before they reach our homes. *For maximum security, America must maintain a powerful air force.*



What is this weird-looking structure?

Wind tunnel ☐ Rocket launcher ☐ Pressure chamber ☐

To perfect high-altitude flight, without leaving the ground, North American Aviation studies new developments in this huge pressure chamber. It takes months and months to conduct these and thousands of other tests before quantity production can begin. Yet it took the Japs only one Sunday morning to wreck our Pearl Harbor fleet! *For future security, tomorrow's aircraft must be developed today.*



When is a plane obsolete?

At birth ☐ In one year ☐ In five years ☐

Six years of war proved that almost as soon as a new plane is born on a drawing board, it is obsolete. Fortunately, America's Army, Navy and Industry realized this—never stopped improving our planes and all our weapons. Result: America, with the best equipped fighting force in the world, was victorious. But rapid obsolescence also occurs in peace time. *So, to protect the peace, and advance its benefits, we must have constant research and development.*



Which of these planes was the first to bomb Tokyo?

B-25 Mitchell ☐ P-51 Mustang ☐ AT-6 Texan ☐

The first U.S. planes to bomb Tokyo were B-25 Mitchell bombers. The first land-based escort fighter planes over Tokyo were P-51 Mustangs. Most of the men who flew these planes received their advanced flight training in AT-6 Texan trainers. Each of these three planes was designed and built by North American Aviation. *In designing, engineering and building military planes, North American Aviation sets the pace.*

North American Aviation



Sets the Pace

DESIGNERS AND BUILDERS of the P-51 Mustang fighter, the B-25 and PBJ Mitchell bomber, the AT-6 and SNJ Texan combat trainer. North American Aviation, Inc. General Offices, Inglewood, California. Member Aircraft War Production Council, Inc.

**YOU CAN DEPEND
ON WILLARD
QUALITY**

Sold and Serviced by
Willard Dealers Everywhere

Willard "SAFETY-FILL"
BATTERIES

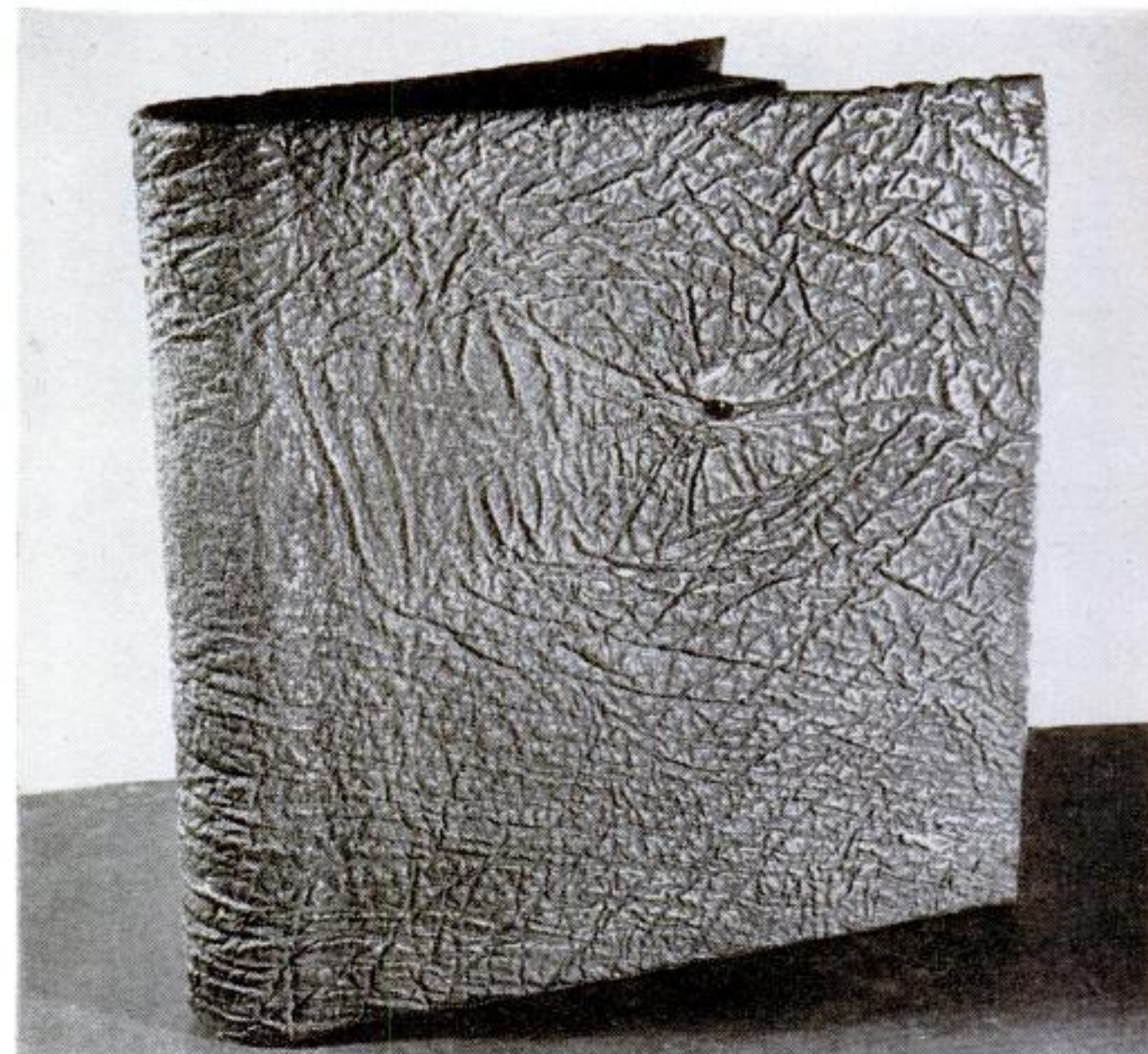
... the power to carry on !



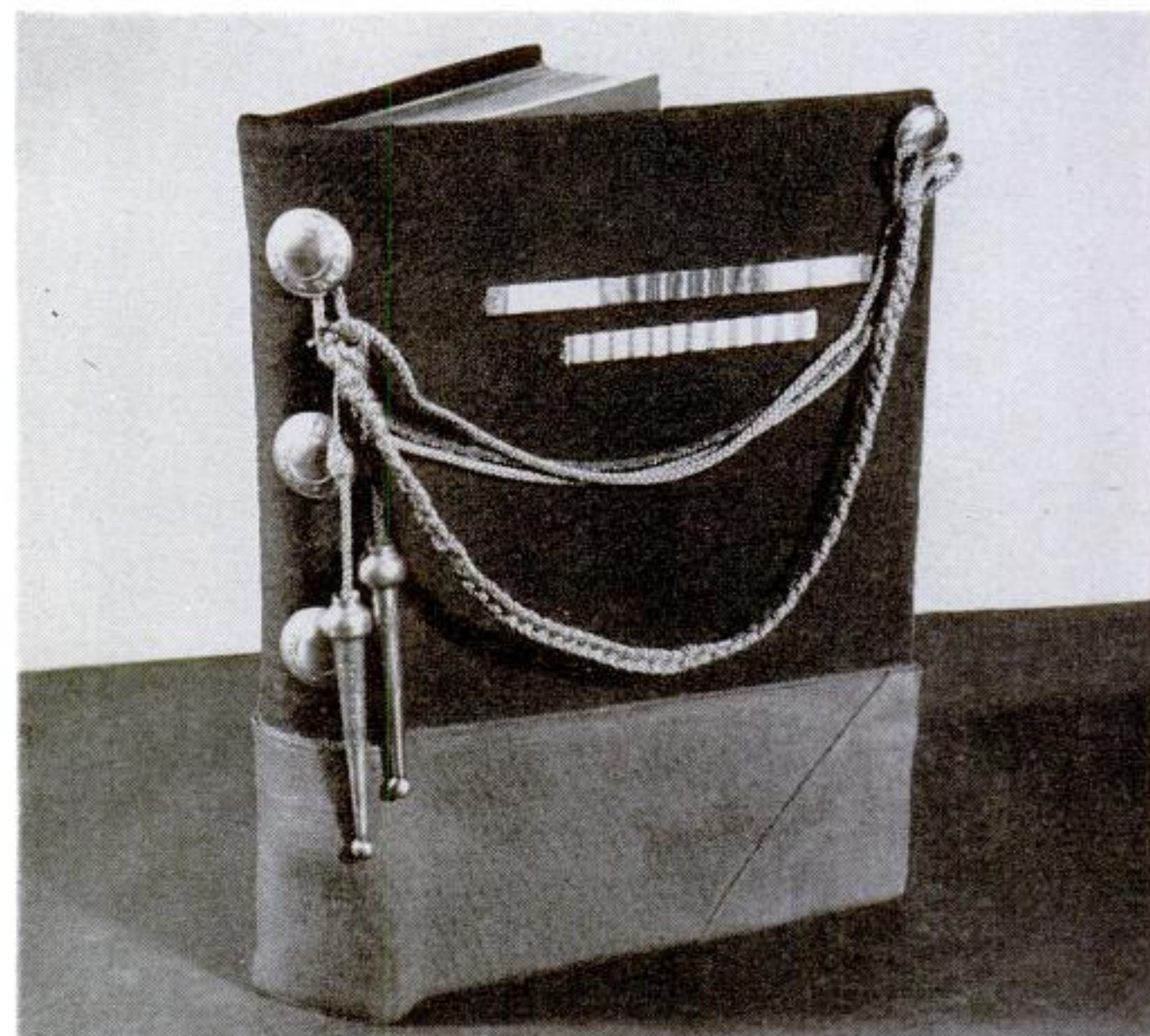
Awarded Cleveland Plant,
Willard Storage Battery Co.

WILLARD STORAGE BATTERY CO. • CLEVELAND • LOS ANGELES • DALLAS • TORONTO
A subsidiary of The Electric Storage Battery Company

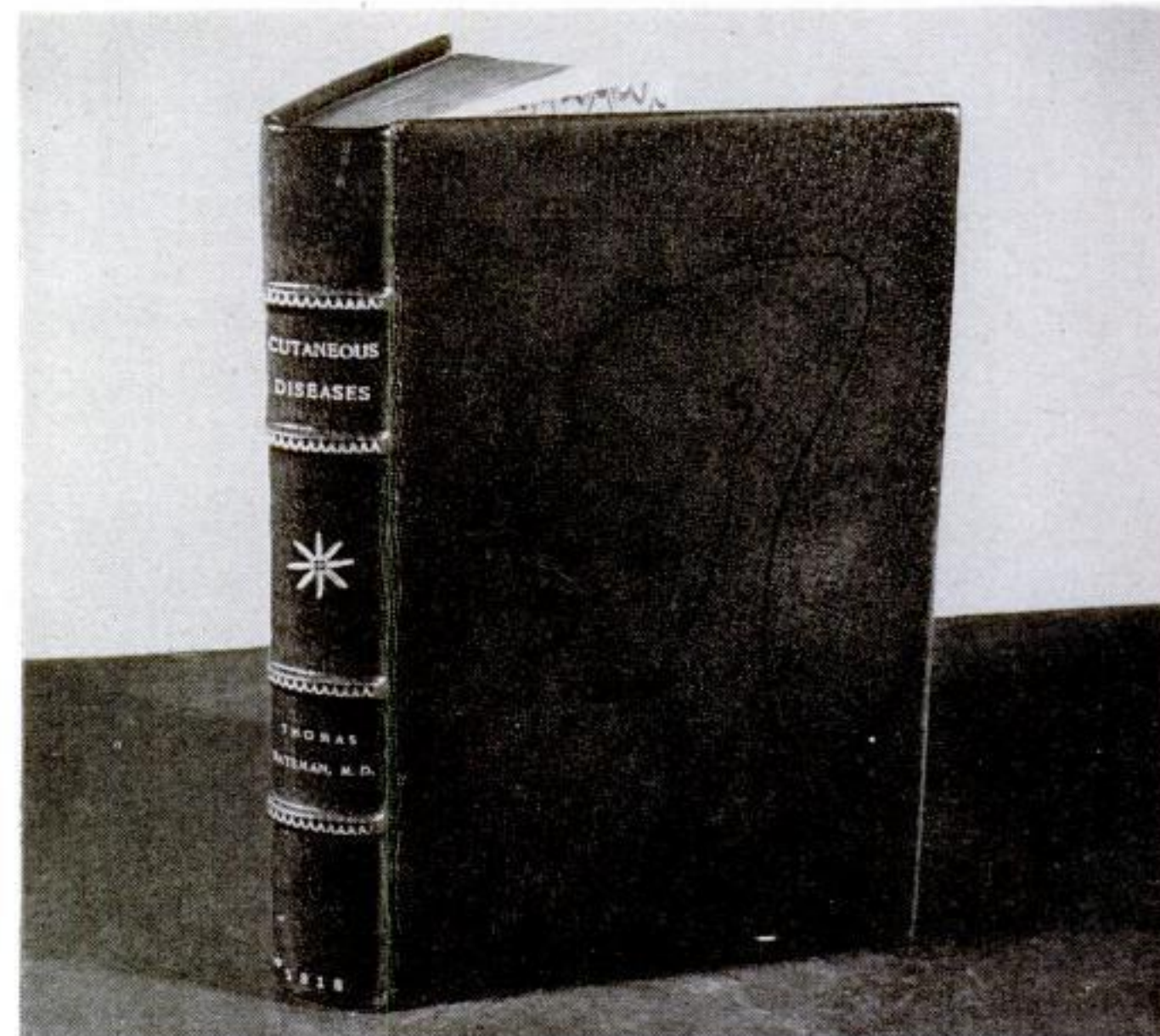
Bookbinder CONTINUED



Elephant hide boxes book on big-game hunting. Paring down hide from two-inch thickness was one of Hamonneau's hardest projects, left his thumb sore for a week.



Foreign Legion uniform was used for diary and letters of boy killed in World War I who belonged to Legion. At top are service citations. Lower band is Legion sash.



Human skin fits 1818 book on skin diseases, one of first such books published in U.S. Hamonneau says he obtained skin from Morocco but refuses to give details.

Choice of a lifetime...

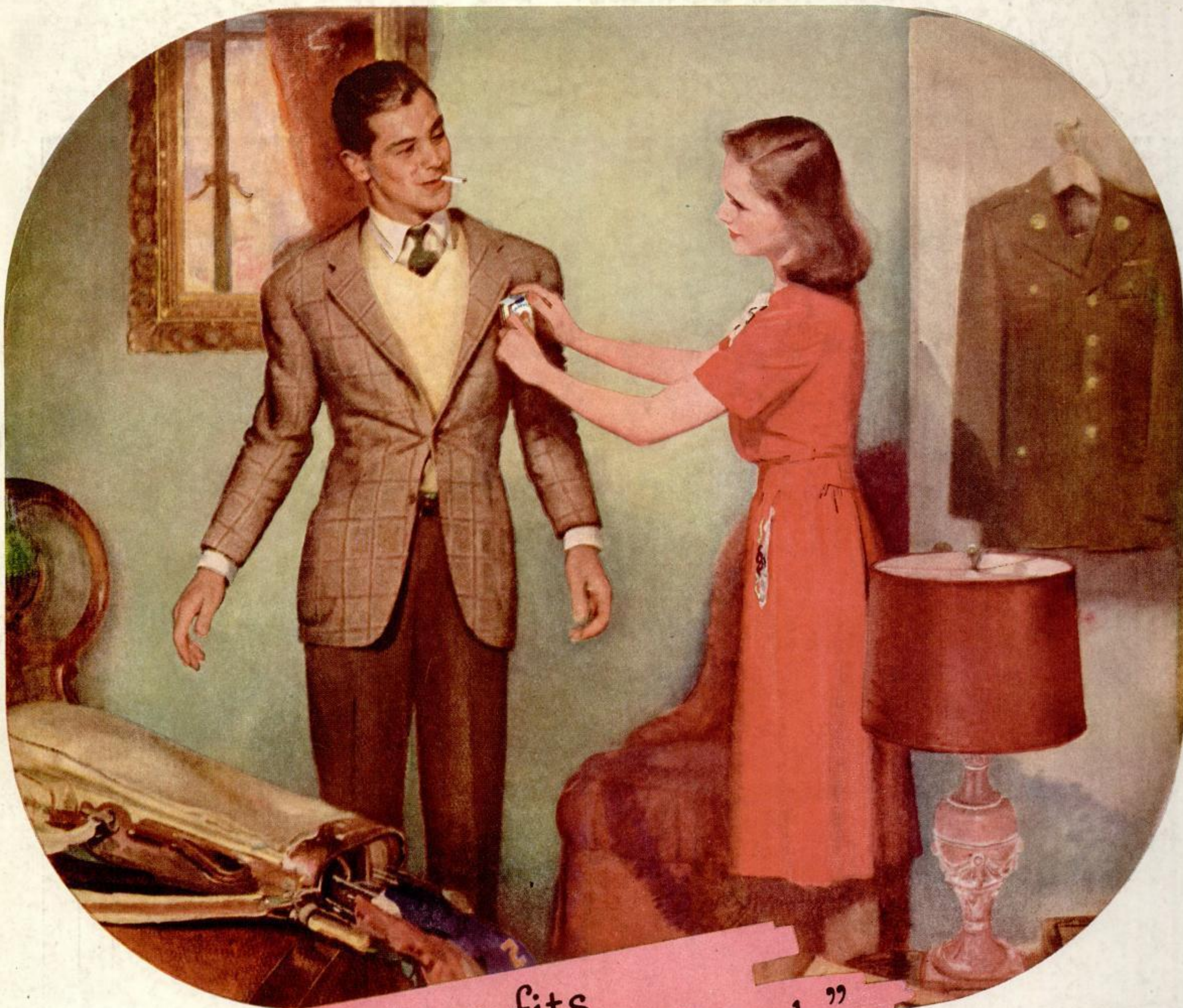


Enjoy the milder, lighter flavor of the finest whiskey ever to bear the grand old name *Golden Wedding*. With men who know their whiskey, it is truly the "choice of a lifetime."

Golden Wedding

*Has
had no
peers for
fifty
years*

BLENDED WHISKEY. 86 PROOF. 72½% GRAIN NEUTRAL SPIRITS. JOSEPH S. FINCH & COMPANY, SCHENLEY, PA.



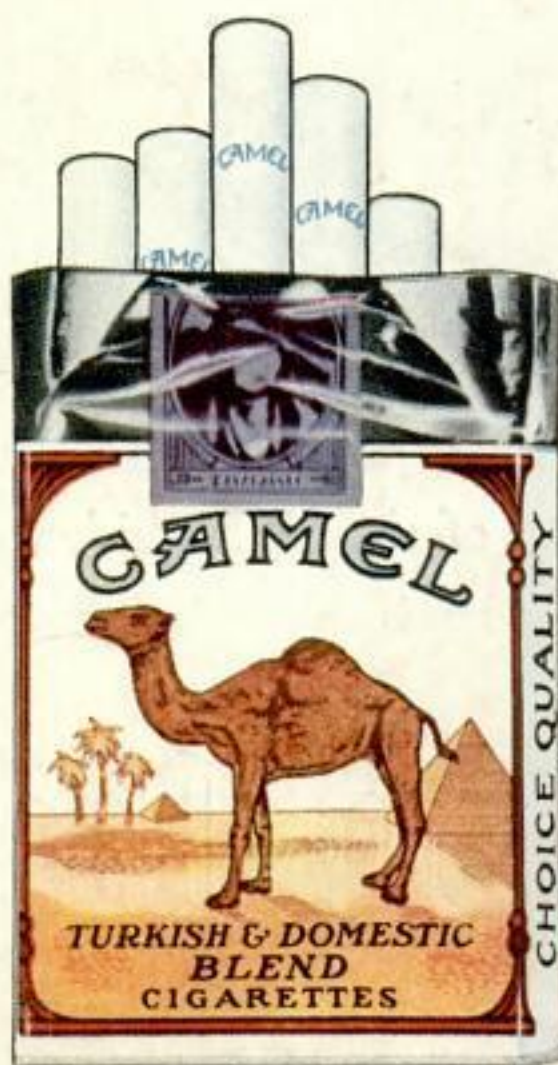
**"Nothing fits
except the Camels"**

It's a wonderful feeling, isn't it, Soldier? You slip out of that G.I. shirt—well, *anyway I washed it in the Rhine*. You give those heavy boots a meaningful toss into the corner—*when I think of the miles, and the mud . . .* And then you reach for that soft white shirt, those blessedly comfortable slacks—*I never thought I'd see the day!* You're home again, Soldier!

You may find those old "civvies" don't quite fit . . . may find many things a little different . . . but this you can be sure of: The Camels you get here at home will be the same mild, flavorful cigarette of costlier tobaccos you knew so well over there. War or Peace, Camels are still Camels. And with Camels, it's still *the service first* . . . until you, all of you, are back again . . . for keeps.



This button signifies that the wearer has been honorably discharged from the armed services of the United States.



THE "T-ZONE"

—Taste and Throat—that's the final proving ground of any cigarette. Only your taste and throat can decide which cigarette tastes best to *you* . . . and how it affects your throat. Based on the experience of millions of smokers, we believe that Camels will suit your "T-ZONE" to a "T."

The Service First

Army, Navy, Marines, and Coast Guard—wherever they are, wherever they go, they have first call on Camels.

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.